

10 PROGRAM AUDIENCE ESTIMATES (Alpha)

SELECTED FROM MAR. 7-13, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
								TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN									
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49	LOH																TOT.	FEM.	TOT.	TOT.		
	#STNS	CVG%	TYPE									18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	2-	6-								
								(2+)	18+	49	<3		34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING																																	
A DIFFERENT WORLD THU 8.30P 30 NBC 10					A	23.9	36	2118	1815	344	303	118	801	340	558	477	336	198	453	232	328	265	171	94	204	105	357	237					
					B	24.5	37	2171	1837	358	299	103	842	330	540	467	352	252	472	202	317	272	202	126	208	114	313	201					
					C	25.0	39	2219	1814	360	300	100	845	332	534	464	348	259	484	203	318	280	209	132	199	110	286	184					
A YEAR IN THE LIFE WED 10.00P 60 NBC 7					A	9.5	16	842	1462	336	242	67^	854	235	454	473	427	341	474	177	265	263	207	169	59^	31^	75^	37^					
					B	12.2	19	1081	1551	319	251	98	876	291	493	452	389	324	433	160	259	244	195	141	117	71	126	70					
					C	12.3	19	1087	1558	330	269	94	861	299	502	457	379	305	434	161	260	243	195	143	130	79	134	81					
					A	9.9	17	877	1477	351	260	68^	862	238	471	494	439	328	469	169	261	266	209	168	60^	34^	85	44^					
					A	9.0	16	797	1462	323	225	66^	855	235	439	457	420	360	485	187	272	262	207	173	58^	28^	64^	30^					
AARON'S WAY WED 8.00P 120 NBC 1					A	19.5	31	1728	1690	308	213	63	884	168	411	440	480	395	556	125	250	270	291	257	113	76	137	78					
					B	19.5	31	1728	1690	308	213	63	884	168	411	440	480	395	556	125	250	270	291	257	113	76	137	78					
					C	19.5	31	1728	1690	308	213	63	884	168	411	440	480	395	556	125	250	270	291	257	113	76	137	78					
					A	17.8	29	1577	1674	279	190	63	869	155	383	409	460	408	554	117	243	255	289	267	98	68	152	78					
					A	19.6	31	1737	1711	301	205	65	877	157	402	433	481	393	577	123	259	278	313	268	117	76	140	79					
					A	20.4	32	1807	1691	323	225	64	895	175	425	454	488	391	547	123	247	273	289	249	116	80	133	79					
					A	20.1	32	1781	1691	328	232	61	898	181	431	463	493	389	548	138	253	274	275	246	118	80	127	76					
ABC MONDAY NIGHT MOVIE					A	14.2	23	1258	1607	277	230	49^	661	206	422	399	345	198	702	264	458	423	341	192	127	52	118	83					

MON 9.00P 120 ABC 7					B	15.0	23	1328	1657	322	265	86	775	275	495	465	384	221	625	236	415	385	311	163	125	62	132	81
217 99 FF 7					C	15.0	23	1328	1657	322	265	86	775	275	495	465	384	221	625	236	415	385	311	163	125	62	132	81
PROBE					A	13.9	21	1232	1603	265	218	45^	675	200	413	394	349	217	685	246	415	394	336	210	118	46^	126	84
9.00 - 9.30					A	13.8	21	1223	1624	288	240	45^	671	201	419	402	357	210	707	264	466	428	342	191	129	51^	117	82
9.30 - 10.00					A	14.8	24	1311	1604	278	230	50	643	210	424	394	334	183	701	266	467	432	342	184	138	58	123	88
10.00 - 10.30					A	14.5	25	1285	1577	275	227	54	647	211	426	401	336	181	704	275	476	432	340	183	121	51	105	76
10.30 - 11.00					A	18.4	29	1630	1785	276	218	65	693	226	410	388	336	233	884	289	555	512	463	263	98	39^	110	72
ABC SUNDAY NIGHT MOVIE					B	15.6	24	1379	1804	336	272	82	791	292	507	476	382	221	748	278	500	471	383	188	126	58	139	86
SUN 9.00P 141 ABC 5					C	15.6	24	1379	1804	336	272	82	791	292	507	476	382	221	748	278	500	471	383	188	126	58	139	86
209 97 FF 5					A	17.3	26	1533	1838	301	243	66	699	245	428	403	327	219	866	307	566	514	449	237	123	50	150	97
PALE RIDER					A	18.7	28	1657	1817	273	217	58	691	222	408	390	332	236	889	294	553	505	457	271	104	36^	132	88
9.00 - 9.30					A	18.2	28	1613	1787	267	206	66	701	219	407	387	344	243	892	280	548	508	471	278	91	36^	103	65
9.30 - 10.00					A	18.6	31	1648	1750	276	217	70	692	224	408	388	343	233	886	277	550	512	474	271	84	36^	89	57
10.00 - 10.30					A	19.6	37	1737	1714	262	205	63	675	219	396	368	329	235	882	287	560	520	466	251	89	34^	69	46
11.00 - 11.30					A	2.2	4	195	1782	162^	162^	30^	371	141^	338	277^	216^	33^	483	215^	434	396	265^	28^	376	169^	552	437
ADVENTURES-BEANS BAXTER(R)					B	2.1	3	185	1792	184	161	62^	462	248	374	296	182	70^	556	305	468	381	227	57^	298	121^	476	363
SAT 9.00P 30 FOX 11					C	2.1	4	189	1764	215	183	64^	484	239	379	310	215	82^	550	287	435	356	220	82^	312	140	418	306
107 80 CS 20					A	18.8	29	1666	1833	300	251	94	702	278	480	426	314	182	491	223	362	319	216	104	209	101	430	279
ALF MON 8.00P 30 NBC 11					B	18.7	28	1658	1957	311	262	97	755	307	510	453	322	200	529	241	401	345	238	103	222	98	451	290
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+	18-49 W/CH 49	18-49 W/CH <3		18-	18-	25-	35-		18-	18-	25-	35-		TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-		
#STNS	CVG%	TYPE											TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																												
ALF-CONT'D																												
	180	96	CS	23	C	18.9	28	1675	1941	317	267	101	736	318	511	449	304	182	522	246	402	347	229	96	238	110	446	288
AMEN					A	18.2	32	1613	1683	345	253	66	895	249	453	431	439	374	453	145	238	205	216	189	122	76	212	154
SAT	9.30P	30	NBC	9	B	17.7	30	1568	1764	325	241	75	866	256	438	406	377	364	497	169	281	250	221	184	167	102	233	163
	200	97	CS	21	C	17.7	31	1571	1741	323	239	66	874	242	427	405	385	386	498	157	266	248	224	197	153	94	215	150
BARRY MANILOW:SWING ST.(S)					A	7.2	12	638	1515	308	212	50^	866	205	426	428	378	382	529	122	254	253	265	225	47^	33^	72^	39^
MON	10.00P	60	CBS																									
	208	99	GV																									
	10.00 - 10.30				A	7.9	13	700	1486	304	211	54^	841	223	426	416	354	356	510	127	261	256	256	202	58^	42^	77^	41^
	10.30 - 11.00				A	6.6	12	585	1527	309	209	45^	883	180	419	435	402	407	545	113	242	245	273	249	33^	22^	66^	37^
BEAUTY & THE BEAST(R)					A	9.4	16	833	1609	328	243	74^	880	235	409	398	380	396	499	117	241	230	261	228	60^	49^	170	83
FRI	8.00P	60	CBS	10	B	13.5	22	1196	1715	356	272	71	904	245	480	458	440	360	553	141	291	284	285	224	85	51	173	96
	147	84	A	20	C	13.2	23	1173	1713	345	263	75	889	248	479	458	429	347	556	145	298	290	292	220	89	52	180	107
	8.00 - 8.30				A	9.1	16	806	1610	318	235	69^	867	230	390	380	366	401	501	114	245	232	267	226	64^	53^	178	82
	8.30 - 9.00				A	9.8	17	868	1592	334	249	77	884	238	422	411	389	387	492	118	235	225	252	228	57^	45^	160	83
BILL COSBY SHOW(R)					A	25.7	40	2277	1815	326	281	106	797	312	502	424	319	254	473	212	308	259	185	130	183	94	362	227
THU					B	28.3	43	2510	1857	338	274	90	858	298	504	449	369	301	501	186	307	273	225	161	181	95	318	201
	211	99	CS	25	C	28.2	45	2503	1818	342	277	89	856	300	497	443	360	305	509	188	307	279	227	166	172	93	281	179
BOYS WILL BE BOYS					A	2.5	4	222	1696	305	284^	48^	601	270^	443	334	279^	109^	576	268^	507	417	299	60^	162^	82^	357	266^
SAT	8.00P	30	FOX	9	B	2.9	5	253	1670	265	229	48^	537	268	413	332	225	96^	493	270	413	336	202	54^	258	129	382	265
	112	81	CS	9	C	2.9	5	253	1670	265	229	48^	537	268	413	332	225	96^	493	270	413	336	202	54^	258	129	382	265
BUCK JAMES					A	8.2	14	727	1551	292	216	73^	810	182	440	452	457	302	557	126	275	312	304	221	74^	44^	109	87^
THU	10.00P	60	ABC	1	B	8.2	14	727	1551	292	216	73^	810	182	440	452	457	302	557	126	275	312	304	221	74^	44^	109	87^
	195	97	GD	1	C	8.2	14	727	1551	292	216	73^	810	182	440	452	457	302	557	126	275	312	304	221	74^	44^	109	87^
	10.00 - 10.30				A	8.0	13	709	1551	288	215	72^	800	173	433	445	459	301	568	128	275	313	308	229	74^	41^	109	86^
	10.30 - 11.00				A	8.4	15	744	1551	297	216	75^	819	191	446	458	454	303	547	124	274	311	301	214	75^	46^	110	88
CAGNEY & LACEY(R)					A	11.6	22	1028	1489	302	234	71	827	246	462	440	403	322	496	143	257	267	243	184	76	32^	90	60^
TUE	10.00P	60	CBS	8	B	13.1	22	1162	1505	315	236	68	861	218	440	451	440	353	510	140	255	243	247	221	66	35	68	42
	187	91	OP	8	C	13.1	22	1162	1505	315	236	68	861	218	440	451	440	353	510	140	255	243	247	221	66	35	68	42
	10.00 - 10.30				A	11.0	20	975	1511	312	238	70	846	248	470	451	410	330	504	150	266	275	247	180	73	29^	88	61^
	10.30 - 11.00				A	12.2	24	1081	1469	293	230	73	810	244	455	431	397	314	489	136	250	259	239	187	79	35^	91	59
CAMPAIGN 88: SUPER TUESDAY(S)					A	5.7	9	505	1462	201	126^	46^	748	118^	243	244	317	462	578	98^	243	273	302	279	47^	20^	89^	61^
TUE	8.00P	120	CBS																									
	208	99	P																									
	8.00 - 8.30				A	6.2	10	549	1478	219	133	40^	736	115^	248	259	318	437	605	124	263	282	302	283	47^	18^	91^	60^
	8.30 - 9.00				A	5.4	9	478	1483	189	109^	29^	730	89^	203	210	316	483	634	97^	252	274	332	329	53^	17^	66^	51^
	9.00 - 9.30				A	5.0	8	443	1469	198	124^	55^	776	139^	249	237	301	488	557	88^	225	266	280	270	39^	22^	97^	55^
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															T E E N S		C H I L D R E N		
									TOTAL WORKING LOH				W O M E N					M E N										
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49	18- W/CH	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	12- 17	12- 17	2- 11	6- 11		
									(2+)	18+	49																<3	TOTAL
EVENING CONT'D																												
CAMPAIGN 88: SUPER TUESDAY-CONT'D 9.30 - 10.00					A	6.1	10	540	1445	197	136	60^	766	133	272	271	334	454	530	82^	232	273	298	241	47^	21^	102^	78^
CHEERS THU	9.00P 208	30 99	NBC CS	11 24	A	24.9	38	2206	1701	340	300	129	783	342	550	474	335	183	552	265	403	360	229	113	146	76	220	126
					B	23.8	36	2113	1728	362	307	109	813	338	541	475	341	223	539	232	381	339	241	127	166	87	210	129
					C	23.9	38	2120	1717	364	305	108	818	341	536	473	337	232	552	234	381	342	246	135	159	86	188	114
DALLAS FRI	9.00P 187	60 96	CBS GD	9 22	A	15.3	26	1356	1628	277	203	61	937	202	405	410	405	467	505	115	222	245	242	236	54	35^	132	82
					B	17.0	28	1507	1627	322	234	54	965	216	419	430	425	475	491	121	226	231	223	231	58	30	112	73
					C	17.0	28	1503	1644	323	235	68	966	226	431	445	423	464	492	122	234	241	229	222	57	32	130	88
					A	14.5	24	1285	1623	272	198	54	934	202	396	395	394	471	516	118	231	252	246	239	44^	30^	129	74
					A	16.0	27	1418	1642	283	208	68	946	203	416	427	418	466	497	113	216	240	240	235	64	40^	135	91
DAY BY DAY SUN	8.30P 204	30 99	NBC CS	2 2	A	14.4	21	1276	1869	364	320	87	778	367	583	484	321	164	489	202	381	339	245	84	277	168	324	225
					B	15.9	24	1404	1852	349	299	90	804	349	557	467	336	207	509	224	385	327	228	104	240	149	299	208
					C	15.9	24	1404	1852	349	299	90	804	349	557	467	336	207	509	224	385	327	228	104	240	149	299	208
DECISION '88: SUPER TUES. (S)	TUE	10.00P 197	60 98	NBC P	A	8.5	16	753	1534	265	195	39^	800	185	379	365	403	356	593	149	299	300	297	235	56^	31^	84^	44^
10.00 - 10.30					A	9.8	18	868	1569	276	205	44^	829	199	401	382	415	362	574	143	292	291	283	226	70^	39^	95	51^
10.30 - 11.00					A	7.2	14	638	1486	251	180	31^	761	166	348	342	388	348	619	157	309	312	315	246	37^	20^	69^	36^
DESIGNING WOMEN(R) MON	8.30P 163	30 87	CBS CS	4 4	A	13.2	20	1170	1629	338	281	87	849	276	481	477	373	308	501	166	295	267	254	174	137	82	142	84
					B	14.1	20	1249	1618	343	271	90	848	286	476	457	370	321	501	169	287	278	240	175	111	66	159	90
					C	14.1	20	1249	1618	343	271	90	848	286	476	457	370	321	501	169	287	278	240	175	111	66	159	90
DISNEY SUNDAY MOVIE SUN	7.00P 216	60 99	ABC FF	7 21	A	8.8	15	780	2096	280	251	107	732	344	553	459	301	150	637	300	513	455	290	85	205	100	522	347
					B	11.8	18	1044	2109	288	251	105	715	311	536	474	331	141	641	287	509	478	320	88	212	105	541	345
					C	11.2	18	988	2052	283	240	106	724	296	503	449	329	186	602	253	448	416	297	116	208	102	518	328
14 GOING ON 30, PT. 2 7.00 - 7.30					A	8.0	14	709	2053	276	244	100	741	343	552	450	301	163	618	296	495	443	276	81^	186	94	508	344
7.30 - 8.00					A	9.6	16	851	2133	283	256	112	725	344	554	467	301	139	654	302	528	466	302	88	220	105	534	349
DOLLY SAT	8.00P 199	60 95	ABC GV	6 6	A	9.8	17	868	1719	297	212	42^	845	144	366	406	446	405	602	114	277	303	342	269	94	51^	178	100
					B	10.9	19	967	1747	278	197	68	854	174	378	404	417	399	622	144	315	330	333	255	66	32^	205	128
					C	10.9	19	967	1747	278	197	68	854	174	378	404	417	399	622	144	315	330	333	255	66	32^	205	128
					A	9.5	17	842	1695	287	207	45^	823	143	351	383	426	405	596	126	279	301	326	263	104	53^	172	99
					A	10.1	17	895	1741	306	218	40^	866	144	379	426	465	406	608	102	276	306	356	276	85	49^	184	101
DUET SUN	9.30P 122	30 85	FOX CS	11 21	A	3.4	5	301	1576	338	316	83^	702	338	552	418	305	139^	535	270	439	312	249	84^	193^	80^	145^	94^
					B	3.1	5	273	1566	315	282	90^	682	369	531	425	253	129	555	320	454	344	203	77^	176	99^	153	97^
					C	2.9	4	259	1637	327	296	85^	670	371	534	420	248	115	597	336	494	385	228	79^	202	118	168	108
DYNASTY WED	10.00P	60	ABC	9	A	12.3	21	1090	1528	331	249	87	850	239	436	451	402	348	534	181	274	251	227	218	62	40^	81	41^
					B	13.9	24	1235	1566	335	268	88	882	286	494	448	384	341	468	187	277	235	187	163	107	65	108	63
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING LOH				W O M E N						M E N					T E E N S		CHILDREN		
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	2-	6-				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																												
DYNASTY-CONT'D																												
	202	98	GD	20	C	14.3	25	1265	1561	341	274	89	882	290	492	447	376	344	460	181	275	245	193	152	104	63	115	72
	10.00 - 10.30				A	12.2	21	1081	1552	331	251	90	850	245	441	456	401	345	546	180	278	257	233	225	68	41^	87	43^
	10.30 - 11.00				A	12.3	22	1090	1515	333	249	85	857	236	435	450	405	354	527	182	273	247	222	213	57^	40^	76	39^
'88 VOTE: SUPER TUESDAY(S)					A	7.2	12	638	1593	274	236	71^	761	243	417	397	313	297	596	220	368	340	267	191	122	48^	114	59^
TUE 9.00P 120 ABC																												
	215	99	P																									
	9.00 - 9.30				A	9.5	15	842	1651	276	242	74^	752	270	440	402	301	270	553	198	348	310	264	176	172	78	175	96
	9.30 - 10.00				A	7.1	11	629	1617	284	253	74^	786	277	445	419	306	299	606	216	399	371	284	179	121	44^	104	57^
	10.00 - 10.30				A	6.4	11	567	1584	272	235	72^	782	222	402	399	327	325	632	246	369	359	263	208	87^	24^	84^	35^
	10.30 - 11.00				A	5.7	11	505	1505	264	211	61^	733	184	368	366	329	315	626	238	366	337	262	215	82^	29^	63^	27^
FACTS OF LIFE					A	13.5	24	1196	1693	335	271	65	827	254	469	386	365	327	428	145	249	234	204	141	175	123	262	178
SAT 8.00P 30 NBC					B	14.8	25	1309	1743	312	249	85	822	274	452	381	322	328	457	167	275	245	201	150	186	118	278	188
	194	96	CS	22	C	14.8	26	1313	1734	310	245	78	836	266	441	384	325	350	455	161	263	238	196	159	174	112	270	178
FALCON CREST					A	12.1	22	1072	1564	289	214	67	910	206	407	410	410	447	447	108	186	206	210	219	60	34^	146	101
FRI 10.00P 60 CBS					B	14.2	25	1261	1580	318	237	51	954	228	427	430	427	463	455	122	204	205	201	219	63	40	108	73
	188	94	GD	21	C	14.4	26	1275	1587	323	240	62	950	228	435	440	426	451	455	119	212	215	208	211	65	41	118	82
	10.00 - 10.30				A	12.1	21	1072	1572	286	209	65	912	199	397	404	409	458	451	109	182	201	209	229	60	35^	149	104
	10.30 - 11.00				A	12.2	23	1081	1542	290	216	68	901	212	414	412	408	433	440	107	190	209	210	208	59	32^	142	98
FAMILY TIES					A	15.9	24	1409	1937	368	309	87	804	369	553	464	322	202	562	251	421	357	256	114	215	129	357	212
SUN 8.00P 30 NBC					B	17.4	25	1546	1882	374	315	101	808	362	558	472	325	203	575	273	421	361	243	116	206	122	293	193
	207	99	CS	26	C	18.9	28	1678	1908	379	326	101	796	369	567	478	320	185	588	286	439	375	247	107	218	121	307	206
48 HOURS					A	12.8	20	1134	1587	248	180	60	769	178	348	347	359	366	602	129	293	301	296	263	90	44^	126	73
THU 8.00P 60 CBS					B	12.8	20	1134	1587	248	180	60	769	178	348	347	359	366	602	129	293	301	296	263	90	44^	126	73
	192	97	DN	1	C	12.8	20	1134	1587	248	180	60	769	178	348	347	359	366	602	129	293	301	296	263	90	44^	126	73
RUNAWAY CHILDREN																												
	8.00 - 8.30				A	12.2	19	1081	1550	246	175	64	763	180	348	345	359	361	571	111	273	284	285	254	90	44^	127	75
	8.30 - 9.00				A	13.4	20	1187	1621	250	186	55	775	176	348	348	360	371	630	146	310	317	306	271	91	43^	126	71
FRANK'S PLACE					A	11.9	19	1054	1572	323	264	98	803	289	497	464	327	268	569	198	360	325	286	173	86	37^	114	65
MON 9.30P 30 CBS					B	12.1	18	1072	1561	333	266	92	814	289	468	447	334	299	540	185	337	319	270	170	86	39	121	69
	207	97	CS	4	C	12.1	18	1072	1561	333	266	92	814	289	468	447	334	299	540	185	337	319	270	170	86	39	121	69
FULL HOUSE					A	12.4	21	1099	1766	322	271	129	789	320	492	455	317	250	391	149	232	231	180	119	189	119	397	251
FRI 8.30P 30 ABC					B	13.3	22	1178	1763	320	268	115	767	305	491	455	325	226	415	163	261	258	193	117	177	109	404	257
	183	92	CS	2	C	13.3	22	1178	1763	320	268	115	767	305	491	455	325	226	415	163	261	258	193	117	177	109	404	257
GARRY SHANDLING SHOW					A	4.2	6	372	1705	376	338	105^	725	389	577	473	283	120^	527	280	434	320	217	74^	196	75^	257	190
SUN 9.00P 30 FOX					B	4.7	7	416	1693	298	258	101^	640	364	501	386	226	110	595	350	489	334	199	85^	201	103^	256	166
	125	87	CS	2	C	4.7	7	416	1693	298	258	101^	640	364	501	386	226	110	595	350	489	334	199	85^	201	103^	256	166

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C					K E Y	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		C H I L D R E N							
									PERS	WOMEN	18-49	W/CH	18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.						
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	6-11			
EVENING CONT'D																																
GOLDEN GIRLS SAT 9.00P 30 NBC 11 206 98 CS 25						A	21.4	36	1896	1708	332	245	59	905	238	420	391	408	421	486	144	252	232	231	205	123	80	193	135			
						B	22.6	37	2002	1762	326	237	75	895	253	432	404	380	402	495	156	263	244	219	197	141	88	231	161			
						C	22.2	38	1971	1729	317	231	67	896	240	414	392	378	423	486	144	248	236	217	204	133	83	213	148			
GROWING PAINS WED 8.00P 30 ABC 1 208 98 CS 1						A	20.0	32	1772	1810	313	267	111	751	345	510	445	292	199	468	223	345	296	197	93	277	139	315	196			
						B	20.0	32	1772	1810	313	267	111	751	345	510	445	292	199	468	223	345	296	197	93	277	139	315	196			
						C	20.0	32	1772	1810	313	267	111	751	345	510	445	292	199	468	223	345	296	197	93	277	139	315	196			
HEAD OF THE CLASS WED 8.30P 30 ABC 9 208 98 CS 21						A	19.4	31	1719	1770	321	274	105	738	333	503	444	292	198	474	226	358	307	204	89	260	130	298	192			
						B	17.5	27	1550	1789	320	275	107	735	348	516	449	281	176	504	254	385	333	207	90	219	114	331	221			
						C	16.8	26	1490	1741	327	277	104	742	337	503	438	287	196	489	239	363	314	200	97	211	111	300	198			
HIGHWAYMAN FRI 8.00P 60 NBC 2 171 92 A 2						A	11.7	20	1037	1724	210	177	59^	644	174	392	371	356	212	662	246	412	370	302	202	186	49^	232	156			
						B	12.4	21	1099	1744	210	174	70	657	186	378	354	331	238	671	242	420	388	303	202	185	46	232	143			
						C	12.4	21	1099	1744	210	174	70	657	186	378	354	331	238	671	242	420	388	303	202	185	46	232	143			
						A	11.1	20	983	1721	217	181	60^	671	169	394	374	372	237	636	215	383	342	302	207	191	54^	223	149			
						A	12.3	21	1090	1727	203	174	58^	619	179	391	368	340	191	686	273	438	395	302	198	181	45^	240	161			
HOOPERMAN WED 9.00P 30 ABC 9						A	13.1	20	1161	1662	349	294	100	705	280	462	452	322	194	548	236	398	334	255	124	210	95	199	126			
						B	14.5	22	1289	1694	304	250	103	753	286	476	444	345	224	556	220	377	334	265	143	165	86	221	148			
HOTEL THU 9.00P 60 ABC 1 193 97 GD 1						C	15.5	24	1374	1670	312	254	97	765	289	473	441	343	239	546	217	362	326	255	150	154	79	205	135			
						A	7.5	12	665	1500	313	245	55^	885	186	421	443	441	393	430	126	190	178	200	214	84^	52^	101	72^			
						B	7.5	12	664	1500	313	245	55^	885	186	421	443	441	393	430	126	190	178	200	214	84^	52^	101	72^			
						C	7.5	12	664	1500	313	245	55^	885	186	421	443	441	393	430	126	190	178	200	214	84^	52^	101	72^			
						A	7.2	11	638	1520	319	244	53^	901	187	416	431	444	412	429	125	187	178	200	213	84^	54^	106	73^			
HUNTER SAT 10.00P 60 NBC 1 198 97 OP 1						A	7.8	12	691	1481	308	245	57^	869	185	425	455	439	376	432	128	193	178	200	215	84^	50^	95	71^			
						A	17.4	32	1542	1712	310	248	74	815	245	472	414	409	296	598	196	342	308	302	210	133	81	166	124			
						B	17.4	32	1542	1712	310	248	74	815	245	472	414	409	296	598	196	342	308	302	210	133	81	166	124			
						C	17.4	32	1542	1712	310	248	74	815	245	472	414	409	296	598	196	342	308	302	210	133	81	166	124			
						A	17.1	31	1515	1719	316	250	71	823	244	469	413	416	305	586	188	330	292	297	213	134	82	176	133			
KATE & ALLIE(R) MON 8.00P 30 CBS 9 164 88 CS 12						A	17.6	33	1559	1716	305	247	78	812	248	478	417	406	288	613	204	356	326	309	207	133	80	158	117			
						A	12.7	20	1125	1557	305	249	72	851	273	443	421	345	351	443	144	229	208	201	187	129	80	134	89			
						B	14.3	21	1269	1563	342	259	76	872	261	437	408	377	380	472	142	230	225	213	208	91	59	128	80			
						C	14.6	22	1297	1567	345	258	77	866	258	437	409	378	375	478	143	237	233	218	207	92	60	132	83			
						A	17.2	30	1524	1568	353	291	95	924	331	545	464	393	331	448	156	261	239	202	161	80	47	116	55			
KNOTS LANDING THU 10.00P 60 CBS 10 198 97 GD 22						B	16.4	27	1451	1569	375	302	83	939	323	541	480	402	347	427	162	261	235	185	138	97	59	105	63			
						C	15.7	26	1393	1548	376	300	85	928	322	532	474	395	342	430	171	265	240	183	137	89	50	100	63			
						A	17.1	29	1515	1565	343	279	101	919	321	533	457	393	337	439	151	251	231	196	162	77	45	130	63			
						A	17.3	31	1533	1571	362	303	90	929	340	558	471	393	325	457	161	271	248	208	160	82	49	102	47			
						A	15.7	27	1391	1540	340	289	105	757	306	521	462	332	199	588	265	430	388	256	118	98	45^	98	50			
L.A. LAW(R) THU 10.00P 60 NBC 9						B	19.0	31	1686	1589	341	277	98	797	294	512	479	378	231	599	228	397	373	290	160	105	55	88	49			
						CONT'D																										

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES AVG. AUD. SH % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
								TOTAL PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH <3		18- TOTAL	18- 34	18- 49	25- 54	35- 64	55+ 55+	18- TOTAL	18- 34	18- 49	25- 54	35- 64	55+ 55+	TOT. 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11	
EVENING CONT'D																												
L.A. LAW(R)-CONT'D																												
	210	99	GD	19	C	18.7	32	1659	1589	339	273	101	795	298	508	477	372	234	612	233	402	377	296	168	97	54	85	46
	10.00 - 10.30				A	16.5	28	1462	1545	337	285	105	747	306	510	453	326	199	577	274	433	380	243	109	110	54	110	54
	10.30 - 11.00				A	15.0	27	1329	1524	341	291	104	762	304	528	469	337	199	595	253	422	393	270	126	84	35A	83	45A
MACGYVER																												
MON	8.00P	60	ABC	6	A	13.0	20	1152	1677	285	224	61	760	197	434	405	397	270	606	173	316	339	313	215	144	69	165	93
	175	86	A	18	B	13.7	20	1212	1750	261	203	74	743	199	405	381	371	290	662	199	377	369	336	227	147	61	197	122
	8.00 - 8.30				C	12.9	20	1139	1691	257	198	65	720	192	376	355	359	298	662	206	369	351	323	234	134	59	176	103
	8.30 - 9.00				A	12.1	19	1072	1702	286	221	65	784	196	434	411	406	289	604	159	297	331	313	230	142	70	173	91
					A	13.8	21	1223	1666	286	229	57	745	199	438	403	393	256	613	186	336	347	315	203	148	68	160	96
MAGIC-DAVID COPPERFIELD(S)																												
SAT	8.00P	60	CBS		A	12.4	22	1099	1859	241	180	61	729	222	353	346	304	321	691	244	408	382	304	242	178	51A	261	169
	201	97	GV																									
	8.00 - 8.30				A	11.9	21	1054	1851	239	175	59A	739	215	344	345	309	335	683	234	393	367	298	253	168	47A	260	171
	8.30 - 9.00				A	12.8	22	1134	1881	246	186	64	725	230	364	350	301	310	704	255	426	399	313	235	188	55A	264	168
MARRIED...WITH CHILDREN																												
SUN	8.30P	30	FOX	11	A	5.7	8	505	1922	268	236	112A	579	305	448	357	220	99A	685	431	602	400	215	62A	301	131	358	244
					B	4.7	7	418	1909	313	284	118	672	382	529	433	238	117	693	426	592	434	233	71	218	89	326	224
MATLOCK(R)																												
TUE	8.00P	110	NBC	11	A	18.1	29	1604	1658	302	220	57	893	176	397	407	457	426	581	119	245	258	288	285	80	34A	104	60
	189	96	GD	21	B	18.4	27	1632	1665	264	181	52	896	134	335	366	451	491	603	99	233	247	308	322	72	37	95	57
	8.00 - 8.30				C	17.7	27	1570	1638	254	167	49	885	130	315	351	442	499	598	100	230	242	302	323	65	32	90	52
	8.30 - 9.00				A	16.2	26	1435	1672	292	214	54	910	170	390	414	465	440	593	117	248	263	293	293	66	24A	104	58
	9.00 - 9.30				A	17.4	27	1542	1649	293	211	55	887	163	383	404	455	432	596	119	246	262	298	299	65	26A	100	61
	9.30 - 10.00				A	19.0	30	1683	1667	315	230	58	895	183	404	402	455	429	573	115	241	252	289	281	90	43	108	61
					A	20.4	32	1807	1659	313	230	63	886	194	417	415	459	404	565	126	249	256	274	265	100	46	107	60
MIAMI VICE																												
FRI	9.00P	60	NBC	10	A	13.7	23	1214	1724	319	274	80	714	258	478	451	358	189	683	292	456	419	302	173	131	39A	196	127
	189	94	OP	21	B	13.6	22	1201	1763	331	285	104	755	294	517	454	357	202	662	284	453	410	293	163	145	70	201	120
	9.00 - 9.30				C	13.8	23	1224	1776	329	278	101	759	299	514	454	353	209	659	279	446	413	297	166	141	72	217	126
	9.30 - 10.00				A	12.8	21	1134	1737	304	266	76	710	250	472	450	358	190	691	299	461	424	299	176	125	40A	211	131
					A	14.6	24	1294	1712	332	282	83	717	264	483	452	359	187	676	287	452	413	303	170	137	38A	182	124
MR. BELVEDERE																												
FRI	9.00P	30	ABC	2	A	9.8	16	868	1789	305	266	123	749	289	473	435	323	236	426	162	264	244	200	127	219	120	394	264
	163	87	CS	2	B	11.7	19	1032	1743	293	250	101	728	265	462	415	339	229	431	157	264	251	208	128	198	113	385	265
					C	11.7	19	1032	1743	293	250	101	728	265	462	415	339	229	431	157	264	251	208	128	198	113	385	265
MR. PRESIDENT(R)																												
SAT	9.30P	30	FOX	9	A	1.7	3	151	1816	251A	232A	47V	599	208A	431	347A	239A	168A	580	286A	489	426	252A	87V	212A	159A	424	302A
	105	79	CS	9	B	1.9	3	166	1759	250	197	70A	591	264	398	344	248	168A	593	290	449	384	251	103A	224	113A	351	261
					C	1.9	3	166	1759	250	197	70A	591	264	398	344	248	168A	593	290	449	384	251	103A	224	113A	351	261
MURDER, SHE WROTE																												
SUN	8.00P	60	CBS	10	A	21.2	32	1878	1631	340	222	37	933	129	356	403	494	494	575	77	208	248	309	311	47	27A	75	47
	CONT'D				B	20.1	29	1781	1633	320	206	37	913	133	341	378	469	497	596	86	217	246	312	328	52	25	72	43

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

24 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME DAYTIME #STNS					NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %SH %AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
									TOTAL WORKING LOH				WOMEN					MEN					TEENS		CHILDREN	
									PERS (2+)	WOMEN 18+ 18-49	LOH 18-49 W/CH <3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11
EVENING CONT'D																										
OLYMPIC DIARY-WED WED10.46P1ABC9 20098SC22						A12.4221099	152634325587	856239436454400349	538194287250224212	58^42^7438^																
						B14.1241245	154134127289	890289499454387343	456180264226182163	97609856																
						C14.3251268	154133827085	887284487446381352	453173265239193155	975710465																
OLYMPIC DIARY-THU THU10.45P1ABC9 19597SC22						A8.615762	153629822074^	805193437448442301	534126268299293208	78^53^11995																
						B9.316821	160925020079	636221414378320181	729283492463358176	1334111267																
						C9.817869	162826821076	692226417386345229	679252441409330185	1275013085																
OLYMPIC DIARY-FRI FRI10.45P1ABC9 20096SC24						A11.9221054	156528921997	859242460481429331	541134306333300184	60^36^10555^																
						B12.5221106	160730823271	805219440454421296	621170352376326205	82369966																
						C12.5231109	160630222482	805231441440404299	623183361373313204	84389458																
OLYMPIC DIARY-SAT 1 SAT10.44P1ABC8 19094SC22						A8.816780	159930422876^	772194408428404298	623167343350324236	73^38^13160^																
						B11.8221041	169933426684	812240465432407302	611196357357310198	1257215199																
						C9.919875	162933126384	816250450421385315	541189316311258176	1207315196																
OLYMPIC DIARY-SUN 1 SUN10.30P1ABC7 20997SC20						A18.6301648	175226420568	691219406379341236	885277547513471269	86399155																
						B14.4231275	174033927483	819289513482401241	707244456440372191	1095310563																
						C12.1201076	171633426186	828248475462419286	670210411403362199	1075211172																
OUR HOUSE						A10.317913	187131424450^	786206421413402298	644177369348340223	18193261184																
SUN7.00P60NBC10 20198GD23						B11.017977	182431825466	804230439410380313	567182337319284183	17295280201																
						C11.9191050	182733026769	811246449423367310	577197351329280177	17091269188																
7.00 - 7.30						A9.316824	186930823650^	786202411407397306	660174366353351238	16993254173																
7.30 - 8.00						A11.3181001	187431825151^	786210430418406292	630180372343332212	19293266193																
PEOPLE'S CHOICE AWARDS(S) SUN9.00P126CBS 21199AC						A20.1311781	160734725670	947244470459439403	468133247241222181	100679261																
9.00 - 9.30						A20.1301781	162133423860	938217434445439423	485125229229221214	105659361																
9.30 - 10.00						A20.4311807	162235525969	945238465461439401	462129245238218179	120759663																
10.00 - 10.30						A20.6321825	160935826974	953256488468442393	463135252245225173	97669565																
10.30 - 11.00						A19.8331754	158234125677	954261490461436396	462144261251222163	81638557																
11.00 - 11.30						A17.4321542	158134225281	954261494466445391	472141264257232167	77607747																
PERFECT STRANGERS FRI8.00P30ABC2 18994CS2						A12.6221116	1694307248123	797296463440338273	430155246242197145	14290326210																
						B13.4231183	1729293237114	783288464441339262	461171279264217147	14181343216																
						C13.4231183	1729293237114	783288464441339262	461171279264217147	14181343216																
PRESIDENTIAL PORTRAIT MON9.58P1CBS24 20797DO59						A9.816868	152731624493	809285486454330272	555192349316274164	67^29^9653^																
						B13.1211163	159032124269	860235445427410359	522152279270256207	934611469																
						C13.1211158	158632123972	852238438424402353	534160290280264207	914511068																
PRESIDENTIAL PORTRAIT(B) THU9.58P1CBS 15582DO						A11.6191028	1590317242112	853279453421370342	494172268246207192	9052^15376																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME DAYTIME #STNSCVRG%TYPE					NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
										TOTAL WORKING LOH PERS WOMEN 18-49				WOMEN					MEN					TEENS		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
							18- W/CH	18- 49	25- 34	35- 64	18- 34	18- 49	25- 34	35- 64	55+	18- 34	18- 49	25- 34	35- 64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

28 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME				NO. OF T/C	K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
DAY	TIME	DUR	NET CVG%	TYPE		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN											
									TOTAL PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH <3	18- 49	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11										
EVENING CONT'D																																				
SPENSER: FOR HIRE-CONT'D																																				
SAT	10.00P	60	ABC	6	B	11.8	21	1044	1702	313	247	87	796	229	451	426	401	298	640	188	369	380	337	209	120	62	145	98								
	190	94	PD	6	C	11.8	21	1044	1702	313	247	87	796	229	451	426	401	298	640	188	369	380	337	209	120	62	145	98								
	10.00 - 10.30				A	8.6	16	762	1651	287	212	83^	803	201	406	420	403	335	633	163	345	358	328	242	91	51^	124	60^								
	10.30 - 11.00				A	8.8	17	780	1605	294	222	78^	775	198	413	422	397	302	630	171	352	365	328	229	78^	43^	122	50^								
SPORTSBREAK-SAT																																				
SAT	9.58P	1	CBS	11	A	6.9	12	611	1793	261	223	33^	697	243	434	389	311	216	745	289	511	484	331	175	188	69^	163	98^								
	183	92	SN	25	B	9.2	16	815	1742	318	245	73	809	230	434	428	390	311	687	218	392	390	338	236	103	40	143	86								
					C	8.5	15	749	1684	301	228	67	799	221	413	408	376	326	652	197	364	370	323	231	101	43	133	81								
SPORTSBREAK-SUN																																				
SUN	10.14P	1	CBS	11	A	20.0	31	1772	1612	361	272	73	960	259	490	473	441	396	461	127	247	243	227	179	92	64	99	66								
	211	99	SN	25	B	16.9	25	1497	1664	345	255	57	873	224	454	452	442	352	610	152	307	315	320	249	84	41	97	62								
					C	17.3	27	1533	1654	344	250	63	883	223	452	450	445	362	601	151	304	307	319	246	80	39	89	56								
SUPERCARRIER																																				
SUN	8.00P	60	ABC	2	A	12.1	18	1072	1891	295	259	94	668	283	486	418	295	149	818	341	613	581	410	143	137	63	268	175								
	214	99	A	2	B	13.8	21	1226	1838	292	245	81	652	261	455	405	313	153	801	325	578	541	399	166	137	54	249	157								
	8.00 - 8.30				C	13.8	21	1226	1838	292	245	81	652	261	455	405	313	153	801	325	578	541	399	166	137	54	249	157								
	8.30 - 9.00				A	11.6	18	1028	1926	308	272	102	687	289	509	446	313	144	823	335	616	583	417	144	139	61^	277	183								
					A	12.6	19	1116	1858	283	246	86	650	278	464	393	279	153	812	345	611	580	403	143	136	65	260	168								
THORNS																																				
FRI	9.30P	30	ABC	2	A	6.6	11	585	1618	271	226	93^	722	285	439	390	304	244	410	166	251	227	178	119	157	116	330	210								
	162	86	CS	2	B	8.0	13	709	1601	249	209	90	693	230	415	386	337	241	424	147	242	225	194	143	160	108	324	226								
					C	8.0	13	709	1601	249	209	90	693	230	415	386	337	241	424	147	242	225	194	143	160	108	324	226								
TOUR OF DUTY																																				
SAT	9.00P	60	CBS	1	A	9.0	16	797	1868	271	241	59^	667	273	440	371	266	191	792	363	564	521	322	174	194	63^	215	135								
	183	92	GD	1	B	9.0	16	797	1868	271	241	59^	667	273	440	371	266	191	792	363	564	521	322	174	194	63^	215	135								
	9.00 - 9.30				C	9.0	16	797	1868	271	241	59^	667	273	440	371	266	191	792	363	564	521	322	174	194	63^	215	135								
	9.30 - 10.00				A	8.9	15	789	1912	280	247	65^	688	285	454	389	273	194	802	365	565	519	328	183	183	59^	239	143								
					A	9.1	16	806	1826	262	235	53^	647	261	426	353	260	189	782	360	564	522	316	164	205	68^	191	128								
TRACEY ULLMAN SHOW																																				
SUN	10.00P	30	FOX	2	A	3.1	5	275	1378	288	274	50^	617	268	478	383	286	130^	489	249	400	305	220^	79^	114^	29^	158^	120^								
	119	85	CS	2	B	3.2	5	284	1416	264	242	66^	600	305	469	358	230	115^	518	268	431	342	215	74^	153^	74^	145^	108^								
					C	3.2	5	284	1416	264	242	66^	600	305	469	358	230	115^	518	268	431	342	215	74^	153^	74^	145^	108^								
20/20																																				
FRI	10.00P	60	ABC	9	A	12.6	23	1116	1586	289	223	89	841	245	451	462	411	323	550	143	309	337	304	182	64	38^	131	76								
	200	96	DN	24	B	12.9	23	1140	1620	312	235	73	809	226	443	454	415	297	611	172	346	367	318	203	85	40	115	77								
	10.00 - 10.30				C	12.7	23	1128	1612	300	224	83	803	234	439	437	396	298	615	185	356	368	306	202	87	42	107	68								
	10.30 - 11.00				A	13.1	23	1161	1603	299	231	88	845	259	454	456	402	325	552	144	307	332	307	185	61	39^	145	89								
					A	12.0	22	1063	1581	282	216	90	843	232	452	472	424	323	553	142	315	345	304	180	68	37^	117	62								
21 JUMP STREET																																				
SUN	7.00P	60	FOX	11	A	6.0	10	532	1784	358	302	67^	678	334	510	408	275	129	527	348	445	322	171	42^	278	178	301	198								
	130	87	OP	26	B	5.6	9	498	1786	347	302	83	717	366	556	436	294	123	536	328	456	322	191	56^	262	148	271	185								
	7.00 - 7.30				C	5.5	9	489	1776	354	310	77	704	346	540	427	301	124	549	317	446	333	204	76	273	152	249	162								
	7.30 - 8.00				A	5.9	10	523	1771	351	288	58^	674	331	493	404	268	137	525	338	439	316	177	48^	260	164	313	205								
					A	6.2	10	549	1768	359	311	74^	671	331	517	406	276	119	521	351	444	323	162	36^	290	188	285	188								

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME DAYTIME#STNSDURNETNO. OF #STNSCVG%TYPET/C						KEY	HOUSEHOLD AUDIENCES AVG. AUD. %SH%AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL WORKING LOH				WOMEN					MEN					TEENS		CHILDREN				
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.					
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	2- 11	6- 11	
EVENING CONT'D																													
227						A	14.4	25	1276	1643	335	271	59	856	258	465	383	372	351	416	152	239	205	171	147	152	102	219	156
SAT	8.30P	30	NBC	11		B	16.5	27	1459	1751	319	254	83	851	271	452	393	337	355	461	172	278	245	190	154	170	106	268	185
	195	97	CS	23		C	16.6	29	1475	1744	316	249	72	868	260	438	392	346	383	461	160	262	238	195	168	160	100	255	173
VALERIE'S FAMILY						A	16.9	26	1497	1764	302	257	79	721	270	483	407	319	206	413	177	293	253	186	99	227	105	403	275
MON	8.30P	30	NBC	9		B	16.9	25	1497	1908	331	280	92	792	320	533	458	337	214	463	202	335	288	208	104	246	120	407	273
	176	95	CS	18		C	17.0	25	1509	1881	327	280	98	761	324	526	450	313	193	458	211	343	294	200	95	254	127	408	272
WEREWOLF						A	4.5	7	399	1803	249	221	83^	560	219	413	373	295	111^	515	321	434	321	170	53^	345	165	382	287
SUN	8.00P	30	FOX	11		B	4.1	6	366	1918	308	277	97	671	335	529	446	293	103	645	362	549	429	251	68^	249	110	354	258
	125	87	SM	21		C	4.1	6	364	1966	321	284	90	685	356	548	440	286	99	661	373	557	446	259	75	264	117	356	240
WEST 57TH						A	7.9	15	700	1519	292	238	52^	761	191	393	399	397	309	576	162	338	378	313	181	99	53^	83^	60^
SAT	10.00P	60	CBS	10		B	8.3	15	739	1600	299	232	71	784	224	419	426	388	295	635	207	375	384	308	205	75	30^	107	66
	191	95	DN	23		C	7.6	14	673	1584	299	230	69	776	226	415	419	373	296	631	197	373	380	308	208	78	33^	99	58
	10.00 - 10.30					A	7.8	14	691	1561	302	250	46^	781	200	411	409	400	313	591	168	351	394	322	177	97	49^	91^	66^
	10.30 - 11.00					A	7.9	15	700	1497	285	229	58^	751	185	381	394	399	310	569	158	330	367	308	187	101	58^	75^	55^
WHO'S THE BOSS?(R)						A	17.8	28	1577	1762	317	278	91	710	313	496	407	287	182	472	198	330	282	227	111	260	133	321	213
TUE	8.00P	60	ABC	9		B	21.1	32	1866	1801	344	293	103	768	345	529	447	301	201	482	222	349	306	211	101	229	121	322	215
	209	96	CS	22		C	21.3	33	1891	1775	346	293	100	769	340	520	440	300	207	478	222	341	295	203	104	220	120	308	208
	8.00 - 8.30					A	17.1	27	1515	1763	302	259	85	697	292	471	388	291	192	488	202	336	287	235	120	261	138	316	210
	8.30 - 9.00					A	18.5	29	1639	1762	331	295	96	723	334	520	424	284	173	456	195	325	277	220	103	258	128	325	216
WOMEN IN PRISON(R)						A	2.2	4	195	1703	279^	261^	25^	453	210^	385	268^	219^	48^	615	252^	518	459	347	75^	216^	153^	419	320^
SAT	8.30P	30	FOX	11		B	2.4	4	210	1730	245	204	56^	512	248	382	311	219	101^	527	271	415	348	219	78^	258	153	433	318
	10P	80	CS	20		C	2.5	4	219	1681	265	214	62^	552	237	381	331	261	132	534	252	393	335	222	110^	232	135	363	260

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

MAR. 7-13, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	WORKING WOMEN		W O M E N					M E N					T E E N S			C H I L D R E N					
									18- 18+	49	TOTAL	18- 34	18- 49	25- 54	35- 64	40+ 55+	TOTAL	18- 34	18- 49	25- 54	35- 64	40+ 55+	MALE 12-	FEM. 12-	TOT. 12-	TOT. 2-	MALE 6-	FEM. 6-	
EARLY EVENING NEWS						A	10.2	19	905	239	169	800	151	327	351	401	405	569	128	256	280	275	262	21^	35^	28^	25^	14^	20^
ABC WORLD NEWS TONIGHT MON-FRI 6.30P 30 ABC 54						B	11.6	20	1028	244	171	791	153	328	352	400	400	568	126	253	280	277	258	29	33	26	40	20^	22^
						C	11.0	20	977	232	164	770	148	311	325	378	405	572	128	254	276	272	265	27	28	25^	39	22^	21^
ABC WRLD NEWS TONIGHT-SAT SAT 6.30P 30 ABC 11						A	7.0	15	620	199	130	647	102^	224	237	318	377	647	171	304	279	286	308	57^	69^	65^	30^	17v	46^
						B	8.1	16	722	224	144	742	121	259	279	354	424	628	151	282	303	297	280	29^	28^	30^	34^	29^	25^
						C	7.7	15	684	217	139	736	121	254	275	346	422	632	153	282	302	296	283	29^	26^	29^	36^	27^	24^
ABC WRLD NEWS TONIGHT-SUN SUN 6.30P 30 ABC 9						A	5.2	10	461	229	149	625	113^	267	295	323	292	690	205	417	381	333	233	40^	39^	67^	59^	34v	62^
						B	7.4	13	655	248	178	774	166	330	336	375	387	649	163	320	338	330	266	43^	36^	40^	43^	30^	37^
						C	7.0	13	617	229	166	757	150	293	299	343	413	625	148	287	294	304	285	38^	31^	35^	34^	26^	31^
CBS EVENING NEWS-RATHER MON-FRI 6.30P 30 CBS 55						A	11.1	21	982	227	141	779	136	270	291	340	448	579	88	198	216	280	337	22^	23^	17^	34^	13^	19^
						B	12.0	21	1060	225	141	774	128	277	296	338	440	594	99	227	233	285	329	28	24^	23^	33	24^	24^
						C	11.8	21	1046	221	136	758	127	269	292	333	431	591	103	228	233	282	327	28	22^	25	36	22^	23^
CBS EVENING NEWS-SUNDAY SUN 6.00P 30 CBS 11						A	8.3	17	735	228	132	716	102	272	326	372	378	686	129	279	325	341	343	23^	21v	14v	26^	27^	22v
						B	7.7	14	682	218	146	731	102	242	269	333	436	657	132	273	280	307	345	20^	21^	18^	19^	19^	17^
						C	7.5	14	660	215	139	728	103	234	264	323	439	651	131	271	276	303	342	21^	20^	20^	19^	17^	15^
CBS SAT. NEWS-SCHIEFFER						A	5.5	12	487	218	151	694	112^	242	219	306	413	773	199	355	315	357	363	29v	57^	39^	25v	13v	30v
SAT 6.30P 30 CBS 10						B	6.4	13	571	204	129	737	109	233	251	301	449	680	136	267	267	317	363	18^	24^	24^	34^	21^	21^
						C	6.9	14																					

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL				WORKING		WOMEN		W O M E N						M E N					
						DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS														
	#STNS	CVG%	TYPE						(2+)	18+	49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17
LATE FRINGE																												
ABC NEWS:NIGHTLINE					A	5.6	17	493	1403	251	173	180	52^	707	167	349	335	388	358	66^	593	185	332	313	373	340	26^	17^
MON 11.30P 38 ABC 41					B	5.4	16	477	1383	251	184	192	63	708	185	367	350	406	370	67	571	193	331	308	369	340	28^	20^
211 98 N 88					C	5.4	16	475	1402	251	181	189	65	714	182	357	339	399	362	64	582	180	322	300	360	331	25^	21^
TUE&FRI 11.30P 30																												
WED 11.30P 36																												
THU 11.30P 31																												
11.30 - 12.00					A	5.6	17	500	1401	250	173	180	53^	706	168	350	336	390	359	65^	593	186	331	313	372	339	25^	17^
12.00 - 12.30					A	5.0	18	445	1345	244	164	178	42^	678	143	317	306	353	330	68^	555	162	324	304	356	330	44^	17^
ABC NEWS:NIGHTLINE-TUE					A	3.6	15	319	1298	210	150^	159^	36^	631	139^	296	281	346	325	106^	621	286	391	358	399	343	17^	<<
TUE 12.00M 30 ABC 1					B	3.6	15	319	1298	210	150^	159^	36^	631	139^	296	281	346	325	106^	621	286	391	358	399	343	17^	<<
211 97 N 5					C	5.5	22	486	1367	207	144	159	51^	651	152	322	305	365	341	77	618	195	359	332	387	355	26^	18^
ABC WEEKEND REPORT-SAT.					A	1.9	6	168	1515	267^	209^	246^	49^	766	317^	500	500	565	523	116^	670	324^	425	384	477	402	<<	10^
SAT 11.30P 15 ABC 11					B	2.2	7	191	1493	320	233	247	70^	756	206	431	417	478	435	81^	554	219	356	339	413	365	22^	43^
143 75 N 24					C	2.1	6	184	1438	307	238	235	79^	729	201	400	377	434	393	72^	550	191	323	303	372	335	21^	39^
ABC WEEKEND REPORT-SUN.					A	2.0	16	177	1301	242^	182^	195^	80^	616	213^	357^	328^	386	355^	64^	625	229^	354^	329^	412	373	<<	20^
SUN 2.00A 15 ABC 11					B	2.2	10	193	1413	273	211	215	80^	643	191	368	354	420	374	81^	612	229	404	378	464	431	41^	34^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME DAYTIME #STNS CVG% NET TYPE NO. OF T/C						KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

40 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE OF T/C						KEY	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
										LOH WORKING		WOMEN					MEN					TEENS		CHILDREN												
										18-49	WOMEN	18-49		18-34	35-49	50-64	65+	18-34		35-49	50-64	65+	17	18	2-11	12-17	18									
											<3	3-17	18-49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	18	11	12	18						
MON-FRI EARLY MORNING																																				
ABC WORLD NEWS-MORN-615A											A	1.2	12	108	50v	326	270^	657	180^	397	406	387	201^	382	138^	239^	238^	182^	93^	26v	23v	15v	13v	22v		
MON-FRI 6.15A 15 ABC 55											B	1.3	13	115	76^	288	223	655	155^	389	394	385	218^	475	154^	304	326	254	120^	22v	26v	12v	22v	15v		
141 82 N 120											C	1.3	14	119	70^	272	218	629	161^	375	379	360	211^	495	150^	304	329	280	142^	20v	25v	12v	18v	13v		
ABC WORLD NEWS-MORN-645A											A	2.2	13	191	73^	327	273	600	183	402	426	342	154^	468	128^	278	313	278	127^	38v	44^	14v	20v	30v		
MON-FRI 6.45A 15 ABC 55											B	2.1	14	186	73^	294	229	635	197	403	424	332	182	488	143	293	328	271	131^	46^	36^	19v	22v	31v		
187 93 N 120											C	2.2	15	191	68^	280	221	623	173	389	406	338	185	485	135	268	300	278	153	40^	34^	22v	22v	30v		
BEFORE HOURS											A	0.9	10	76	63v	251^	223^	696	200^	355^	345^	333^	297^	341^	106v	172^	184^	146^	133^	58v	<<	13v	<<	<<		
MON-FRI 6.15A 15 NBC 55											B	0.8	10	73	66v	307^	269^	625	164^	363	354	331^	231^	425	192^	271^	251^	149^	122^	48v	17v	14v	<<	14v		
150 86 N 120											C	0.7	10	66	70v	309^	274^	622	166^	376^	369^	319^	215^	420	192^	259^	240^	135^	127^	30v	22v	13v	13v	18v		
CBS MORNING NEWS- 6:30AM											A	1.5	13	133	55v	201^	93^	538	116^	245^	296	363	218^	488	98^	215^	242^	298	191^	20v	8v	11v	16v	16v		
MON-FRI 6.30A 30 CBS 55											B	1.3	12	118	68^	252	157^	598	154^	327	366	368	208^	456	97^	212^	225	254	192^	29v	11v	19v	14v	24v		
148 86 N 125											C	1.2	12	110	57v	267	147^	609	139^	289	329	355	251	417	99^	188^	194^	223^	190^	21v	13v	28v	16v	29v		
CBS THIS MORNING-1											A	2.6	11	227	35v	141^	88^	607	103^	222	244	295	342	467	106^	225	217	209	218	28v	6v	21v	17v	13v		
MON-FRI 7.30A 30 CBS 55											B	2.3	11	202	40^	192	137	659	119^	278	292	312	340	453	80^	206	217	225	214	23v	8v	21v	21v	30v		
202 98 N 75											C	2.2	11	196	43^	186	128^	654	117^	265	280	301	347	445	79^	201	208	218	215	23v	8v	22v	20v	28v		
CBS THIS MORNING-2											A	2.5	11	220	26v	106^	69^	664	98^	194	228	302	419	388	76^	155	152	149^	213	5v	4v	20v	43^	22v		
MON-FRI 8.30A 30 CBS 55											B	2.5	11	221	38^	155	98^	721	113^	241	262	331	434	396	64^	147	156	171	221	11v	10v	22v	25v	25v		
202 98 N 75											C	2.5	11	219	38^	151	92^	716	122	239	259	317	429	396	67^	147	152	166	223	11v	8v	26v	23v	28v		
GOOD MORNING, AMERICA-730											A	4.2	19	376	63^	239	183	705	154	401	429	405	244	409	94	202	222	225	175	14v	5v	8v	22v	23v		
MON-FRI 7.30A 30 ABC 55											B	4.2	20	370	57^	240	180	713	164	391	407	385	272	419	95	193	219	226	182	15v	7v	23^	25^	31^		
216 99 N 119											C	4.3	21	377	59^	242	184	711	158	380	399	378	281	427	99	194	215	223	191	17v	7v	22^	23^	28^		
GOOD MORNING, AMERICA-830											A	4.1	18	361	89^	182	156	764	163	363	393	398	339	327	64^	138	171	178	149	13v	8v	8v	30^	16v		
MON-FRI 8.30A 30 ABC 55											B	4.5	19	399	72	197	153	752	162	361	384	400	337	371	66	147	178	211	176	10v	8v	22^	26^	23^		
214 99 N 120											C	4.5	20	398	72	202	157	760	156	358	378	397	345	374	68	148	169	201	184	10v	7v	22^	25^	21^		
NBC NEWS AT SUNRISE											A	2.2	21	198	72^	228	187	650	166^	361	372	350	234	472	117^	221	254	224	196	31v	23v	10v	21v	23v		
MON-FRI 6.00A 30 NBC 55											B	2.0	20	180	70^	295	239	645	150	370	387	367	220	508	139^	246	268	245	207	26v	22v	13v	15v	18v		
199 98 N 120											C	2.0	20	175	70^	307	255	643	152	378	398	361	213	492	124^	228	248	240	214	21v	33v	15v	14v	20v		
TODAY SHOW-7.30AM											A	5.0	22	439	62^	222	165	722	139	349	374	404	317	457	99	188	208	235	227	12v	3v	14v	11v	18v		
MON-FRI 7.30A 30 NBC 55											B	4.8	23	422	47^	219	159	686	121	320	345	379	318	466	103	214	226	231	221	18^	9v	19^	17^	25^		
205 99 N 120											C	4.6	22	408	54^	219	160	682	130	324	347	365	312	478	109	225	230	230	228	17^	11v	22^	18^	27^		
TODAY SHOW-8.30AM											A	4.5	20	400	49^	176	139	722	113	304	312	379	385	427	88	168	176	218	223	8v	5v	21^	22^	22^		
MON-FRI 8.30A 30 NBC 55											B	5.2	22	458	43^	169	128	725	112	292	315	373	390	423	92	178	182	197	221	10v	6v	19^	17^	16^		
205 99 N 120											C	4.8	22	429	58^	166	129	722	120	307	328	370	375	429	94	192	192	201	218	10v	8v	19^	17^	16^		

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MAR. 7-13, 1988

PROGRAM NAME DAYTIME #STNS CVG% TYPE T/C						HOUSEHOLD AUDIENCES K E Y AVG. AUD. SH. AVG. AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
								LOH WORKING			W O M E N								M E N		T E E N S			C H I L D R E N						
								18-49 W/CH	18-49	18-49	15-24	TOTAL	18-34	18-49	18-49	25-34	25-34	35-54	35-54	TOTAL	55+	12-17	12-17	TOT. 15-17	2-11	2-11	TOT. 5-11	TOT. 6-11		
MONDAY-FRIDAY DAYTIME CONT'D																														
GUIDING LIGHT MON-FRI 3.00P 60 CBS 52 205 98 DD 119 3.00 - 3.30 3.30 - 4.00						A	6.6	22	581	115	207	161	143	930	270	453	344	389	379	432	281	143	16^	50^	44^	41^	57^	55^	43^	
						B	6.6	21	588	98	204	151	128	914	253	455	358	405	393	411	277	120	24^	52	47	37^	56	46		
						C	6.1	20	543	91	191	133	120	901	240	436	342	395	396	412	266	119	18^	43^	38^	35^	51	43^		
						A	6.4	22	571	120	201	154	140	935	267	451	343	389	380	439	277	143	15^	44^	41^	39^	51^	51^		
						A	6.7	22	592	111	213	168	146	926	272	455	344	390	377	425	284	144	18^	57^	46^	42^	64	58		
HOME MON-FRI 11.30A 30 ABC 40 177 87 1A 40						A	2.6	11	229	141^	236	198	85^	808	283	516	439	501	410	229	235	51^	13^	12^	8^	37^	64^	74^		
						B	2.7	10	240	158	247	207	99^	807	307	535	450	495	384	227	248	67^	19^	25^	23^	45^	51^	70^		
						C	2.7	10	240	158	247	207	99^	807	307	535	450	495	384	227	248	67^	19^	25^	23^	45^	51^	70^		
LOVING MON-FRI 12.30P 30 ABC 54 177 88 DD 118						A	3.6	14	323	142	258	230	105	859	363	574	484	534	363	235	227	54^	7^	21^	18^	43^	51^	67^		
						B	4.3	14	384	140	254	228	144	834	383	576	457	499	339	216	244	57^	20^	45^	36^	60^	53^	72		
						C	4.3	15	377	145	245	222	146	841	386	576	451	490	333	226	243	62^	19^	39^	31^	73	51^	84		
MAIN STREET 6(S) TUE 4.00P 60 NBC 54 128 80 CN						A	2.6	7	230	50^	240^	215^	144^	634	201^	376	291	299	279	250^	372	83^	29^	127^	67^	118^	71^	49^		
						A	2.6	7	230	55^	200^	182^	120^	619	215^	361	285	295	243^	246^	354	64^	29^	91^	50^	104^	74^	55^		
						A	2.6	7	230	44^	279	248^	167^	650	188^	391	298	302	316	254^	391	103^	29^	164^	84^	131^	67^	44^		
NBC NEWS DIGEST-DAYTIME MWF 2.57P 1 NBC 32 190 94 N 71								A	4.7	16	413	83^	153	124	157	858	246	464	336	407	415	323	266	77^	30^	48^	48^	24^	66^	55^
						B	4.9	15	432	80	196	168	156	848	259	455	342	393	378	342	290	105	26^	78	55^	31^	43^	44^		
						C	4.7	16	417	73	198	171	150	833	248	447	338	393	373	331	302	105	28^	79	57^	27^	41^	39^		
NEW CARD SHARKS MON-FRI 10.30A 30 CBS 54 163 80 QP 120						A	2.9	13	259	55^	136	93^	49^	733	151	297	251	303	360	384	375	227	21^	13^	12^	58^	52^	66^		
						B	3.1	12	274	62^	152	112	63^	718	166	313	257	309	348	353	422	237	26^	24^	15^	77^	74^	83^		
						C	3.1	14	279	78^	143	103	62^	709	182	323	268	329	335	325	436	249	23^	23^	16^	75^	68^	87^		
NEWSBREAK-11.57 MON-FRI 11.57A 2 CBS 54 175 82 N 119						A	4.6	19	408	57^	143	96	44^	757	155	301	261	307	310	410	417	237	18^	15^	14^	49^	52^	63^		
						B	5.7	21	507	64	182	136	71	749	179	321	259	311	314	376	426	217	20^	25^	17^	57	64	68		
						C	5.4	21	476	62	176	129	73	753	181	322	257	309	311	379	419	214	19^	21^	16^	53^	59	68		
NEWSBREAK-3.44 MON 3.44P 1 CBS 52 196 93 N 119						A	6.0	20	530	122	214	171	140	928	272	447	344	385	368	439	279	146	21^	56^	49^	43^	56^	56^		
						B	5.7	17	507	102	214	163	125	913	255	442	346	390	384	427	271	118	22^	54	44^	39^	63	51		
						C	5.3	17	470	90	193	141	114	895	235	414	323	373	383	430	260	116	18^	44^	34^	35^	55	44^		
ONE LIFE TO LIVE MON-FRI 2.00P 60 ABC 54 216 99 DD 116 2.00 - 2.30 2.30 - 3.00						A	7.1	25	626	139	213	184	123	859	345	555	457	514	377	247	209	77	5^	37^	27^	37^	55	64		
						B	8.0	25	711	148	226	195	152	871	381	582	457	510	361	235	228	83	16^	48	34^	46	55	66		
						C	7.8	26	693	144	226	196	155	874	375	571	440	491	358	252	235	90	16^	44	32^	50	54	70		
						A	6.9	25	613	143	216	184	115	856	345	554	460	517	376	246	213	78	5^	31^	23^	36^	53^	63		
						A	7.2	25	636	136	212	184	130	865	347	558	456	513	378	249	205	76	6^	42^	30^	38^	57	65		
PRICE IS RIGHT 1 CONT'D								A	4.7	21	420	54^	140	93	68^	745	151	291	228	267	344	415	440	247	12^	12^	13^	47^	51^	60^

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MAR. 7-13, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOT. PERS.	W O M E N		M E N		T E E N S					C H I L D R E N										
										15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.		
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	15- 24	TOTAL	18- 49	15- 24	TOTAL	12- 17	12- 17	12- 17	12- 14	15- 17	2- 11	2- 11	2- 11	2- 5	6- 11	6- 11	6- 11	8- 9	11	
WEEKEND DAYTIME CHILDREN CONT'D																													
HELLO KITTY					A	3.1	18	275	1331	57v	272	172^	72^	249	100^	66^	35v	49v	52v	710	352	358	206^	504	268	235	334	170^	
SAT 8.00A					B	2.2	14	194	1348	76^	326	225	39^	270	85^	46^	40^	49^	36v	667	350	317	234	433	243	191	260	174	
201 97 CA 26					C	2.0	13	179	1313	56^	296	203	40^	238	91^	58^	33v	55^	36v	687	351	336	231	456	242	214	275	181	
I'M TELLING(B)					A	2.3	8	204	1307	160^	427	339	119^	130^	274^	126^	149^	146^	128^	476	190^	285^	214^	261^	125^	137^	117^	145^	
SAT 12.30P																													
105 49 NBC CA																													
LITTLE CLOWNS-HAPPYTOWN					A	2.1	12	186	1116	77v	337^	238^	28v	162^	90^	58v	32v	47v	43v	527	245^	282^	213^	314^	174^	140^	184^	130^	
SAT 8.00A					B	2.1	13	190	1328	59^	304	240	50^	233	105^	64^	40v	56^	48^	687	364	324	228	459	247	212	217	242	
201 97 ABC CA 7					C	2.1	13	190	1328	59^	304	240	50^	233	105^	64^	40v	56^	48^	687	364	324	228	459	247	212	217	242	
LITTLE WIZARDS					A	4.0	14	354	1322	62^	259	194	38v	135^	128^	60^	68^	85^	43v	801	448	353	323	478	268	210	316	162^	
SAT 9.30A					B	4.0	14	353	1463	84^	285	221	66^	215	164	81^	82^	104	60^	799	463	337	334	465	274	191	250	215	
205 97 ABC CA 7					C	4.0	14	353	1463	84^	285	221	66^	215	164	81^	82^	104	60^	799	463	337	334	465	274	191	250	215	
MIGHTY MOUSE					A	4.4	15	390	1434	88^	413	278	53^	253	71^	44^	27v	56^	15v	697	446	251	345	353	223	130^	228	124^	
SAT 10.30A					B	4.5	15	402	1512	99	362	284	62^	260	128	76	52^	90	37^	763	403	360	391	372	204	168	230	142	
197 96 CBS CA 23					C	4.3	15	383	1522	93	340	269	60^	239	137	75	62^	92	45^	806	444	362	392	414	234	180	250	164	
MUPPET BABIES I					A	4.4	20	390	1257	81^	242	179	29v	143^	100^	68^	32v	68^	32v	771	377	395	267	504	257	247	318	186	
SAT 8.30A					B	3.8	19	338	1383	60^	265	191	29^	169	102	64^	38^	75^	28^	847	469	378	291	555	328	227	336	220	
205 96 CBS CA 26					C	3.6	18	321	1395	51^	259	190	30^	177	98	59^	40^	72^	26^	860	462	398	305	554	309	245	332	223	
MUPPET BABIES II					A	5.4	21	478	1267	88^	233	176	40^	150	147	93^	55^	102^	45^	736	363	374	275	462	235	227	315	146	
SAT 9.00A					B	4.9	20	434	1445	65^	258	193	36^	165	106	58^	49^	73	33^	915	500	414	356	558	317	241	353	205	
205 96 CBS CA 26					C	4.6	20	409	1457	54^	257	195	37^	171	105	58^	47^	75	30^	924	490	434	358	565	305	260	339	226	
MUPPET BABIES III					A	5.5	19	487	1392	76^	282	214	72^	179	134	93^	40^	67^	67^	798	409	389	323	475	262	213	318	158	
SAT 9.30A					B	5.3	19	474	1487	69	280	216	45^	182	105	61	44^	71	34^	920	495	425	377	543	300	243	340	202	
203 96 CBS CA 26					C	5.0	19	445	1498	63	271	214	42^	183	112	60	51^	77	34^	933	504	429	381	551	300	251	332	219	
MY PET MONSTER					A	4.3	17	381	1375	53^	296	263	60^	143^	147^	82^	64^	102^	44^	790	415	375	291	499	282	216	314	185	
SAT 9.00A					B	3.7	15	324	1437	70^	258	211	44^	196	143	64^	78^	102	41^	841	454	386	309	532	298	235	279	253	
207 98 ABC CA 25					C	3.5	15	306	1465	70^	268	225	56^	194	165	82^	82^	114	50^	839	435	403	310	529	292	236	269	259	
NEW ARCHIES					A	4.7	17	416	1397	165	365	327	109^	202	357	145^	212	262	95^	473	197	275	197	276	122^	153	168	107^	
SAT 11.30A					B	4.5	14	399	1534	177	410	344	95	218	259	118	142	151	108	646	289	357	300	346	164	183	166	181	
164 77 NBC CA 25					C	4.5	15	398	1515	175	373	315	100	213	268	115	153	154	114	661	316	345	293	368	186	182	178	189	
PEE WEE'S PLAYHOUSE					A	6.2	20	549	1393	70^	347	253	31^	187	82^	48^	34^	70^	12v	777	375	401	366	411	189	222	259	152	
SAT 10.00A					B	6.4	21	570	1528	88	323	263	45^	222	109	49^	59	79	30^	874	433	441	419	455	222	233	289	166	
210 99 CBS CL 26					C	6.2	22	547	1544	89	308	252	50	223	128	52	76	86	42^	886	457	428	404	482	244	238	295	186	
POPEYE & SON					A	3.3	12	292	1287	46v	341	206^	49v	240	69^	38v	31v	53v	16v	636	409	227	297	339	236	103^	169^	170^	
SAT 11.00A					B	4.2	14	376	1527	112	338	254	83	238	183	94	89	115	68^	769	419	350	353	416	243	173	214	202	
165 78 CBS CA 23					C	4.1	14	361	1553	112	343	265	81	238	194	96	98	120	74	778	440	338	353	425	248	177	227	198	
REAL GHOSTBUSTERS I					A	4.9	16	434	1453	91^	313	228	81^	173	249	137^	112^	158	91^	718	422	296	269	449	287	163	273	176	
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

52 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 7-13, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N									
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	15- 24	TOTAL	18- 49	15- 24	TOTAL	TOTAL 17	MALE 17	FEM. 17	TOT. 14	TOT. 17	TOTAL 11	MALE 11	FEM. 11	TOT. 5	TOT. 11	MALE 11	FEM. 11	TOT. 8	TOT. 9	
WEEKEND DAYTIME CHILDREN CONT'D																												
REAL GHOSTBUSTERS I-CONT'D																												
SAT	10.00A	30	ABC	5	B	5.0	16	441	1539	97	315	259	97	238	227	130	97	147	80	759	469	290	300	459	297	163	253	206
	210	97	CA	5	C	5.0	16	441	1539	97	315	259	97	238	227	130	97	147	80	759	469	290	300	459	297	163	253	206
REAL GHOSTBUSTERS II																												
SAT	10.30A	30	ABC	5	A	5.8	20	514	1526	105^	280	234	115^	221	278	153	125	174	104^	746	463	283	308	439	289	150	235	204
	210	97	CA	5	B	5.8	19	512	1561	123	338	282	123	279	244	141	104	153	92	701	449	251	292	408	264	144	213	195
					C	5.8	19	512	1561	123	338	282	123	279	244	141	104	153	92	701	449	251	292	408	264	144	213	195
SMURFS I																												
SAT	8.30A	30	NBC	11	A	4.6	21	408	1358	77^	289	224	51^	173	141^	60^	81^	112^	29v	755	362	393	325	430	207	223	221	209
	206	99	CA	27	B	4.4	22	391	1404	73	327	266	51^	219	153	72^	81	107	46^	704	390	314	278	426	242	184	223	204
					C	4.3	22	379	1406	76	325	271	51^	212	161	82	79	110	51^	708	382	326	289	419	233	185	219	200
SMURFS II																												
SAT	9.00A	30	NBC	11	A	5.8	22	514	1403	150	325	264	57^	174	199	58^	141	128	71^	705	327	378	302	403	185	218	213	191
	206	99	CA	27	B	5.7	23	508	1408	106	358	299	65	230	158	75	84	104	54^	661	354	307	279	382	212	170	200	182
					C	5.5	23	488	1415	102	347	292	68	230	170	82	88	113	57	668	360	308	287	381	214	167	203	178
SMURFS III																												
SAT	9.30A	30	NBC	11	A	7.1	25	629	1464	178	342	293	56^	160	270	76^	195	194	77^	692	302	390	303	389	168	222	202	187
	206	99	CA	27	B	6.7	24	596	1448	126	365	314	81	233	193	91	102	124	68	658	337	321	274	384	205	179	205	179
					C	6.3	24	558	1447	121	360	310	80	233	190	92	98	122	68	663	345	318	282	381	205	176	204	178
TEEN WOLF																												
					A	2.5	9	222	1500	64v	424	273^	123^	230^	184^	137^	47v	90^	94^	662	403	259^	240^	422	260^	162^	195^	227^
SAT	12.00N	30	CBS	10	B	3.2	10	283	1652	163	409	320	111	293	257	129	128	146	111	693	370	323	311	383	227	155	180	203
	136	66	CA	10	C	3.2	10	283	1652	163	409	320	111	293	257	129	128	146	111	693	370	323	311	383	227	155	180	203

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

MAR. 7-13, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S TOT. MALE	CHD TOT. 2-11
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK. ING WOM. 18+	W O M E N				M E N														
DAY	TIME	DUR	NET	NO. OF T/C							18-	25-		18-	18-	18-	21-	21-	25-	25-	35-		12-	12-	2-				
	#STNS	CVG%	TYPE								TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11	
WEEKEND DAYTIME SPORTS																													
ABC COLLEGE BSKTBL 1(S) SUN 2.00P 122 ABC 194 94 SE					A	2.8	8	248	1681	185^	557	261	510	213^	788	119^	304	510	753	475	508	391	424	318	245^	118^	73^	217^	
KENTUCKY VS GEORGIA 2.00 - 2.30					A	2.6	8	230	1649	173^	629	252^	579	229^	718	122^	263^	438	677	397	429	316	348	268^	248^	136^	81^	166^	
2.30 - 3.00					A	2.2	6	195	1714	167^	575	251^	520	192^	767	109^	308^	511	740	484	527	402	444	297^	213^	121^	78^	251^	
3.00 - 3.30					A	2.7	8	239	1700	191^	513	275	471	204^	796	118^	321	536	766	506	541	418	454	317	225^	148^	83^	243^	
3.30 - 4.00					A	3.6	10	319	1706	204	545	271	498	227	860	127^	323	549	821	510	540	422	452	370	281	87^	61^	215	
4.00 - 4.30					A	3.1	9	275	1670	175^	475	241	443	208^	855	128^	340	585	793	522	535	457	470	372	257	76^	59^	263	
ABC COLLEGE BSKTBL 2(S) SUN 4.02P 124 ABC 187 92 SE					A	3.3	8	292	1576	209^	485	295	455	264	852	183^	413	641	765	555	599	458	503	333	166^	90^	56^	150^	
ARIZONA VS OREGON OKLAHOMA VS KANSAS ST. 4.00 - 4.30					A	3.0	8	266	1664	238^	505	320	465	256	838	142^	368	606	779	548	581	464	497	358	199^	100^	63^	221^	
4.30 - 5.00					A	3.7	10	328	1531	221	450	285	434	262	865	180^	437	651	797	583	634	472	523	332	162^	82^	51^	133^	
5.00 - 5.30					A	3.3	8	292	1569	203^	495	297	464	274	868	216^	437	670	777	579	632	455	508	333	145^	93^	52^	113^	
5.30 - 6.00					A	3.2	8	284	1515	180^	474	279	441	260	810	175^	390	626	697	512	543	451	482	308	153^	88^	57^	142^	
6.00 - 6.30					A	4.0	9	354	1482	157^	505	256	466	220	776	199	356	531	656	412	471	332	391	294	186	63^	57^	138^	
ABC WIDE WORLD-SPORTS SAT SAT 4.30P 90 ABC 193 94 SA					A	5.4	14	478	1486	145	450	207	448	244	864	65^	244	462	825	424	520	397	493	468	305	86^	60^	88^	
4.30 - 5.00					B	6.8	16	604	1501	207	593	288	582	294	676	63	214	385	652	360	424	322	386	325	228	92	51	140	
5.00 - 5.30					C	6.8	16	604	1501	207	593	288	582	294	676	63	214	385	652	360	424	322	386	325	228	92	51	140	
5.30 - 6.00					A	5.1	14	452	1448	134^	448	194	444	238	833	69^	252	437	804	408	516	368	476	442	288	63^	51^	104^	
					A	5.4	14	478	1514	165	461	221	460	260	894	64^	259	508	852	466	559	445	537	490	292	84^	62^	76^	
					A	5.7	14	505	1495	137	440	206	440	236	863	64^	223	441	819	397	486	377	466	470	333	108^	66^	84^	
CBS NCAA BASKETBALL-SAT SAT 1.45P 124 CBS 187 94 SE					A	2.5	8	222	1478	164^	464	244^	463	233^	702	116^	274^	423	669	390	460	307	376	293	209^	188^	127^	125^	
SEMI FINAL:SETON HALL V SYRACUSE					B	3.7	10	326	1408	154	422	226	401	205	744	111	315	465	692	413	473	354	414	293	219	114	79^	128	
					C	3.8	11	335	1413	147	410	214	392	199	748	105	303	464	699	415	476	360	420	307	224	122	83^	133	
1.30 - 2.00					A	1.9	6	168	1305	197^	475	234^	475	246^	547	76^	245^	346^	532	331^	377	270^	316^	239^	155^	139^	92^	145^	
2.00 - 2.30					A	2.2	7	195	1422	168^	474	238^	474	220^	690	70^	243^	420	685	415	459	350	395	326	225^	145^	99^	114^	
2.30 - 3.00					A	2.2	7	195	1429	183^	474	260^	474	258^	686	68^	250^	435	662	411	496	367	451	339	167^	147^	103^	121^	
3.00 - 3.30					A	2.8	9	248	1555	147^	451	246^	451	227^	728	165^	290	433	683	388	464	268	344	271	220^	256^	176^	120^	
3.30 - 4.00					A	3.4	10	301	1583	151^	463	236	458	223	773	169^	329	442	708	378	460	273	355	267	248	208^	132^	139^	
CBS NCAA BASKETBALL-SAT 2 SAT 4.00P 134 CBS 197 97 SE					A	4.1	11	363	1558	193	537	295	506	216	720	151^	325	504	693	477	539	353	415	271	153^	156^	90^	145^	
CONT'D					B	4.3	11	383	1463	144	446	195	427	183	771	103	293	479	730	437	493	376	431	334	237	132	87	114	
					C	4.3	11	383	1463	144	446	195	427	183	771	103	293	479	730	437	493	376	431	334	237	132	87	114	

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

MAR. 7-13, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. WORK. PERS ING		W O M E N				M E N										T E E N S		CHD TOT.	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12- 17	12- 17		2- 11
WEEKEND DAYTIME SPORTS CONT'D																												
CBS NCAA BASKETBALL-SAT 2-CONT'D																												
SEMI FINAL: IOWA VS INDIANA																												
	4.00 - 4.30				A	3.9	11	346	1492	200	527	268	514	232	691	185	357	509	650	468	524	324	380	235	126^	156^	110^	118
	4.30 - 5.00				A	4.3	12	381	1378	158^	467	238	432	175	663	120^	285	431	647	415	492	310	387	249	155^	147^	94^	101^
	5.00 - 5.30				A	3.8	10	337	1626	180^	532	311	492	195	745	151^	339	551	720	526	568	400	442	286	152^	183^	99^	165^
	5.30 - 6.00				A	3.9	10	346	1729	226	604	350	572	249	773	161^	352	552	745	524	593	391	459	287	152^	162^	80^	191
	6.00 - 6.30				A	4.9	12	434	1690	220	611	339	574	254	783	141^	291	503	755	475	547	361	434	340	208	129^	58^	167
CBS NCAA BASKETBALL-SUN																												
SUN	2.30P	120	CBS	7	A	4.7	13	416	1424	224	507	280	487	288	687	93^	262	390	645	348	430	297	379	256	215	122^	93^	107^
	2.30P	120	CBS	7	B	4.9	13	435	1445	184	426	245	398	218	768	94	332	510	731	472	541	416	484	319	190	135	92	116
	201	98	SE	7	C	4.9	13	435	1445	184	426	245	398	218	768	94	332	510	731	472	541	416	484	319	190	135	92	116
SYRACUSE VS VILLANOVA																												
	2.30 - 3.00				A	4.4	13	390	1459	247	525	303	510	303	692	108^	258	380	645	333	418	272	357	251	227	121^	94^	122^
	3.00 - 3.30				A	4.7	13	416	1407	236	516	285	487	285	655	79^	222	351	615	310	385	271	347	245	229	112^	84^	123^
	3.30 - 4.00				A	4.8	13	425	1412	209	509	273	482	282	680	85^	259	385	640	344	432	300	387	255	207	132^	98^	92^
	4.00 - 4.30				A	5.0	14	443	1393	200	473	255	463	279	707	100^	300	433	665	392	472	333	412	268	194	122^	95^	91^
CBS SPORTS SUNDAY																												
					A	4.8	12	425	1447	235	637	367	601	326	533	83^	158	301	500	269	336	219	286	273	164	161	85^	116^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

MAR. 7-13, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. WORK. PERS		W O M E N				M E N										T E E N S		CHD	
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	ING WOM.	18- (2+)	18+	TOTAL	49	21+	54	TOTAL	18- 24	18- 34	18- 49	21+ 21+	21- 49	21- 54	25- 49	25- 54	35- 64	55+		TOT. 17
WEEKEND DAYTIME SPORTS CONT'D																												
HONDA CLASSIC-SUN(S)-CONT'D																												
	4.30 - 5.00				A	3.9	10	346	1369	138^	440	141^	439	124^	804	38^	176^	345	788	329	412	306	389	325	376	84^	49^	41^
	5.00 - 5.30				A	4.3	11	381	1450	145^	523	151^	513	140^	809	32^	171	332	796	319	395	300	376	343	400	61^	43^	58^
	5.30 - 6.00				A	5.0	12	443	1457	181	594	188	585	200	766	25^	152	307	756	298	355	282	340	331	401	48^	32^	49^
	6.00 - 6.30				A	6.0	13	532	1462	168	597	174	596	193	756	36^	171	333	741	318	361	297	341	308	379	54^	31^	55^
	6.30 - 7.00				A	6.0	13	532	1555	207	654	211	646	226	756	48^	176	323	732	300	332	275	308	315	400	75^	49^	70^
MAKE THAT SPARE(S)					A	1.8	6	159	1383	128^	581	154^	577	182^	593	54^	210^	311^	592	310^	335^	257^	282^	282^	257^	9^	7^	200^
SAT	2.30P	30	ABC																									
	131	73	SE																									
NBA ON CBS					A	4.7	14	416	1435	181	434	265	405	222	749	108^	307	472	713	436	494	364	422	288	219	125^	99^	128^
SUN	12.00N	150	CBS	7	B	6.0	16	529	1457	179	419	258	393	235	784	105	365	537	740	493	562	432	501	316	178	127	95	127
	202	99	SE	7	C	6.0	16	529	1457	179	419	258	393	235	784	105	365	537	740	493	562	432	501	316	178	127	95	127
ATLANTA VS BOSTON																												
	12.00 - 12.30				A	4.1	13	363	1435	199	466	256	436	231	693	85^	283	441	672	420	466	356	402	263	206	133^	114^	144^
	12.30 - 1.00				A	4.9	15	434	1422	165	434	268	391	202	747	110^	324	500	716	469	513	390	433	297	204	140^	111^	101^
	1.00 - 1.30				A	4.9	15	434	1429	150	383	242	342	181	765	125^	326	486	714	435	495	361	421	278	219	132^	102^	148

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

MAR. 7-13, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING		W O M E N				M E N										T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
									(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	TOT.	MALE		2- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													</

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

MAR. 7-13, 1988

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. MAR. 7, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.5	59.9	60.2	62.1	64.1	65.5	65.4	66.4	65.7	66.0	64.8	63.9	61.8	60.2	58.4	56.3

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MACGYVER				ABC MONDAY NIGHT MOVIE PROBE (PAE)											
11,520				12,580											
13.0	12.1 *			13.8 *	14.2 *	13.9 *		13.8 *				14.8 *		14.5 *	
20	19 *			21 *	23	21 *		21 *				24 *		25 *	
11.9	12.3	13.6		14.1	14.0	13.9	13.7	13.8	14.9	14.6	14.7	14.4			

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

KATE & ALLIE (R)		DESIGNING WOMEN (R)		NEWHART		FRANK'S PLACE (PAE)		BARRY MANILOW: SWING ST.			
11,250		11,700		14,530		10,540		6,380			
12.7		13.2		16.4		11.9		7.2	7.9 *		6.6 *
20		20		25		19		12	13 *		12 *
12.3	13.1	13.2	13.2	16.1	16.6	12.8	11.1	8.6	7.2	6.5	6.7

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF		VALERIE'S FAMILY		NBC MONDAY NIGHT MOVIES LAURA LANSING SLEPT HERE											
16,660		14,970		16,750											
18.8		16.9		18.9	17.4 *			18.7 *				19.7 *		19.7 *	
29		26		30	26 *			29 *				32 *		34 *	
17.9	19.8	16.7	17.2	17.5	17.2	18.5	18.9	19.5	19.9	20.2	19.2				

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.6	13.0	10.8	11.1	11.3	11.8	11.4	10.0
SHARE AUDIENCE %	25	21	17	17	17	18	19	17

SUPERSTATIONS

AVERAGE AUDIENCE	4.4	3.6	3.0	3.1	3.0	3.1	3.2	2.9
SHARE AUDIENCE %	7	6	5	5	5	5	5	5

PBS

AVERAGE AUDIENCE	1.3	2.0	2.7	3.1	2.7	2.9	2.6	2.0
SHARE AUDIENCE %	2	3	4	5	4	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE	6.0	6.5	6.6	7.1	8.2	9.0	7.9	7.0
SHARE AUDIENCE %	10	11	10	11	12	14	13	12

PAY SERVICES

AVERAGE AUDIENCE	2.1	2.2	2.7	3.3	3.5	3.3	3.6	3.5
SHARE AUDIENCE %	4	4	4	5	5	5	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAR.8, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	58.7	59.8	60.6	61.9	62.3	63.4	64.4	65.1	63.6	62.9	62.9	61.9	56.9	54.6	52.2	49.6		

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %) %
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← WHO'S THE BOSS? (R)(PAE) →

← '88 VOTE: SUPER TUESDAY (PAE) →

15,770									6,380									
17.8									7.2									
28									12									
16.2									10.9									

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %) %
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← CAMPAIGN 88: SUPER TUESDAY →

← CAGNEY & LACEY (R) →

5,050													10,280					
5.7									5.0				6.1					
9									8				10					
6.6									4.5				6.4					

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %) %
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← MATLOCK (8:00-9:50)(R) →

← DECISION '88: SUPER TUES. →

16,040													7,530					
18.1									19.0				20.4					
29									30				32					
15.9									19.4				20.8					

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.0																		
27									17.0				14.8					
									27				27					

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6																		
8									3.9				3.1					
									6				6					

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1									3.9				3.5					
4									6				6					

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.3									8.4				8.9					
11									13				16					

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0									3.7				3.1					
3									6				6					

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.WED. MAR.9, 1988

NATIONAL TV AUDIENCE ESTIMATES															EVE. WED. MAR 15, 1966	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	57.6	59.2	59.2	60.8	61.5	62.9	63.0	63.9	64.5	64.5	63.5	63.1	60.3	58.5	57.3	55.2

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

GROWING	PAINS	HEAD OF THE CLASS	HOOPERMAN	SLAP MAXWELL (PAE)	DYNASTY (PAE)			
17,720		17,190	11,610	9,480	10,900			
20.0		19.4	13.1	10.7	12.3	12.2 *		12.3 *
32		31	20	17	21	21 *		22 *
19.2	20.9	19.4	13.5	10.8	10.6	12.1	12.4	12.2
		19.5	12.8					12.5

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

REDEYE EXPRESS				SPECIAL MOVIE PRSNT.-CBS SHATTERED INNOCENCE (PAE)							
4,080				13,470							
4.6	4.6 *		4.6 *	15.2	13.0 *		14.8 *		16.5 *		16.4
7	7 *		7 *	20			23 *		28 *		29
5.0	4.2	4.4	4.9	12.1	13.8	14.4	15.2	16.7	16.4	16.9	15.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

AARON'S WAY						A YEAR IN THE LIFE			
17,280						8,420			
19.5	17.8 *		19.6 *	20.4 *	20.1 *	9.5	9.9 *		9.0
31	29 *		31 *	32 *	32 *	16	17 *		16
17.1	18.5	19.1	20.1	20.6	19.6	10.4	9.4	9.0	9.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

AVERAGE AUDIENCE	14.9	14.0	9.8	9.9	9.7	9.9	11.0	9.9
SHARE AUDIENCE %	26	23	16	16	15	16	19	18

SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

AVERAGE AUDIENCE SHARE AUDIENCE %	4.3 7	3.7 6	2.5 4	2.7 4	2.8 4	3.0 5	3.1 5	2.7 5
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PBS

	AVERAGE AUDIENCE SHARE AUDIENCE %
1	100
2	100
3	100
4	100
5	100
6	100
7	100
8	100
9	100
10	100
11	100
12	100
13	100
14	100
15	100
16	100
17	100
18	100
19	100
20	100
21	100
22	100
23	100
24	100
25	100
26	100
27	100
28	100
29	100
30	100
31	100
32	100
33	100
34	100
35	100
36	100
37	100
38	100
39	100
40	100
41	100
42	100
43	100
44	100
45	100
46	100
47	100
48	100
49	100
50	100
51	100
52	100
53	100
54	100
55	100
56	100
57	100
58	100
59	100
60	100
61	100
62	100
63	100
64	100
65	100
66	100
67	100
68	100
69	100
70	100
71	100
72	100
73	100
74	100
75	100
76	100
77	100
78	100
79	100
80	100
81	100
82	100
83	100
84	100
85	100
86	100
87	100
88	100
89	100
90	100
91	100
92	100
93	100
94	100
95	100
96	100
97	100
98	100
99	100
100	100

AVERAGE AUDIENCE SHARE AUDIENCE %	1.7 3	2.0 3	3.1 5	3.4 5	2.7 4	2.7 4	2.8 5	2.2 4
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CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
60. <i>THE MENTALIST</i>	1.1	1.1
61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
64. <i>THE MENTALIST</i>	1.1	1.1
65. <i>THE MENTALIST</i>	1.1	1.1
66. <i>THE MENTALIST</i>	1.1	1.1
67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
69. <i>THE MENTALIST</i>	1.1	1.1
70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST</</i>		

AVERAGE AUDIENCE	6.0	6.6	6.7	7.0	7.0	6.6	6.9	6.1
SHARE AUDIENCE %	10	11	11	11	11	10	12	11

PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1980-81	17.6	10.5
1981-82	17.6	10.5
1982-83	17.6	10.5
1983-84	17.6	10.5
1984-85	17.6	10.5
1985-86	17.6	10.5
1986-87	17.6	10.5
1987-88	17.6	10.5
1988-89	17.6	10.5
1989-90	17.6	10.5
1990-91	17.6	10.5
1991-92	17.6	10.5
1992-93	17.6	10.5
1993-94	17.6	10.5
1994-95	17.6	10.5
1995-96	17.6	10.5
1996-97	17.6	10.5
1997-98	17.6	10.5
1998-99	17.6	10.5
1999-00	17.6	10.5
2000-01	17.6	10.5
2001-02	17.6	10.5
2002-03	17.6	10.5
2003-04	17.6	10.5
2004-05	17.6	10.5
2005-06	17.6	10.5
2006-07	17.6	10.5
2007-08	17.6	10.5
2008-09	17.6	10.5
2009-10	17.6	10.5
2010-11	17.6	10.5
2011-12	17.6	10.5
2012-13	17.6	10.5
2013-14	17.6	10.5
2014-15	17.6	10.5
2015-16	17.6	10.5
2016-17	17.6	10.5
2017-18	17.6	10.5
2018-19	17.6	10.5
2019-20	17.6	10.5
2020-21	17.6	10.5
2021-22	17.6	10.5
2022-23	17.6	10.5
2023-24	17.6	10.5
2024-25	17.6	10.5
2025-26	17.6	10.5
2026-27	17.6	10.5
2027-28	17.6	10.5
2028-29	17.6	10.5
2029-30	17.6	10.5
2030-31	17.6	10.5
2031-32	17.6	10.5
2032-33	17.6	10.5
2033-34	17.6	10.5
2034-35	17.6	10.5
2035-36	17.6	10.5
2036-37	17.6	10.5
2037-38	17.6	10.5
2038-39	17.6	10.5
2039-40	17.6	10.5
2040-41	17.6	10.5
2041-42	17.6	10.5
2042-43	17.6	10.5
2043-44	17.6	10.5
2044-45	17.6	10.5
2045-46	17.6	10.5
2046-47	17.6	10.5
2047-48	17.6	10.5
2048-49	17.6	10.5
2049-50	17.6	10.5
2050-51	17.6	10.5
2051-52	17.6	10.5
2052-53	17.6	10.5
2053-54	17.6	10.5
2054-55	17.6	10.5
2055-56	17.6	10.5
2056-57	17.6	10.5
2057-58	17.6	10.5
2058-59	17.6	10.5
2059-60	17.6	10.5
2060-61	17.6	10.5
2061-62	17.6	10.5
2062-63	17.6	10.5
2063-64	17.6	10.5
2064-65	17.6	10.5
2065-66	17.6	10.5
2066-67	17.6	10.5
2067-68	17.6	10.5
2068-69	17.6	10.5
2069-70	17.6	10.5
2070-71	17.6	10.5
2071-72	17.6	10.5
2072-73	17.6	10.5
2073-74	17.6	10.5
2074-75	17.6	10.5
2075-76	17.6	10.5
2076-77	17.6	10.5
2077-78	17.6	10.5
2078-79	17.6	10.5
2079-80	17.6	10.5
2080-81	17.6	10.5
2081-82	17.6	10.5
2082-83	17.6	10.5
2083-84	17.6	10.5
2084-85	17.6	10.5
2085-86	17.6	10.5
2086-87	17.6	10.5
2087-88	17.6	10.5
2088-89	17.6	10.5
2089-90	17.6	10.5
2090-91	17.6	10.5
2091-92	17.6	10.5
2092-93	17.6	

AVERAGE AUDIENCE	2.4	2.4	2.9	3.3	4.0	3.9	4.3	3.8
SHARE AUDIENCE %	4	4	5	5	6	6	7	7

U.S. TV HOUSEHOLDS:	88,600,000
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For explanation of symbols. See page B.

EVE. THU. MAR. 10, 1988

NIELSEN NATIONAL TV AUDIENCE ESTIMATES															LEVEL: NUT	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	57.5	58.8	59.4	61.0	63.6	65.4	65.1	66.2	65.5	65.7	64.3	63.8	60.3	59.0	56.7	54.3

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

PROBE			HOTEL (PAE)			BUCK JAMES (PAE)		
7,270			6,650			7,270		
8.2	8.2 *	8.3 *	7.5 *	7.2 *	7.8 *	8.2 *	8.0 *	8.4
13	13 *	13 *	12 *	11 *	12 *	14 *	13 *	15
8.5	7.8	8.2	7.2	7.1	7.7	7.8	8.2	8.6

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

\longleftrightarrow 48 HOURS RUNAWAY CHILDREN				\longleftrightarrow SIMON & SIMON(B) (PAE)		\longleftrightarrow KNOTS LANDING			
				9,480		15,240			
11,340				10.7					
12.8	12.2 *		13.4 *	10.3 *		11.2 *	17.2	17.1 *	17.3 *
			20 *	16 *		18 *	30	29 *	31 *
20	19 *		17						
11.8	12.5	13.6	13.1	10.7	11.0	11.3	16.7	17.5	17.6
			9.9						17.1

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{ %
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

BILL COSBY SHOW (R)	A DIFFERENT WORLD	CHEERS	NIGHT COURT (R)	L.A. (R)	LAW
22,770	21,180	22,060	20,110	13,910	
25.7	23.9	24.9	22.7	15.7	16.5 *
40	36	38	35	27	28 *
24.5	23.5	24.7	22.9	16.9	16.1
26.8	24.4	25.2	22.5		15.3
					14.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
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AVERAGE AUDIENCE	13.8	12.2	10.7	10.8	11.3	11.4	10.4	9.1
SHARE AUDIENCE %	24	20	17	16	17	18	17	16

SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

AVERAGE AUDIENCE SHARE AUDIENCE %	3.4 6	3.2 5	2.7 4	3.4 5	3.8 6	3.7 6	2.9 5	2.7 5
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PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

AVERAGE AUDIENCE SHARE AUDIENCE %	1.6 3	2.4 4	3.0 5	3.2 5	3.4 5	3.3 5	2.2 4	2.1 4	1.8 3
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CABLE ORIG.

	AVERAGE AUDIENCE SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1
2. <i>THE MENTALIST</i>	1.1
3. <i>THE MENTALIST</i>	1.1
4. <i>THE MENTALIST</i>	1.1
5. <i>THE MENTALIST</i>	1.1
6. <i>THE MENTALIST</i>	1.1
7. <i>THE MENTALIST</i>	1.1
8. <i>THE MENTALIST</i>	1.1
9. <i>THE MENTALIST</i>	1.1
10. <i>THE MENTALIST</i>	1.1
11. <i>THE MENTALIST</i>	1.1
12. <i>THE MENTALIST</i>	1.1
13. <i>THE MENTALIST</i>	1.1
14. <i>THE MENTALIST</i>	1.1
15. <i>THE MENTALIST</i>	1.1
16. <i>THE MENTALIST</i>	1.1
17. <i>THE MENTALIST</i>	1.1
18. <i>THE MENTALIST</i>	1.1
19. <i>THE MENTALIST</i>	1.1
20. <i>THE MENTALIST</i>	1.1
21. <i>THE MENTALIST</i>	1.1
22. <i>THE MENTALIST</i>	1.1
23. <i>THE MENTALIST</i>	1.1
24. <i>THE MENTALIST</i>	1.1
25. <i>THE MENTALIST</i>	1.1
26. <i>THE MENTALIST</i>	1.1
27. <i>THE MENTALIST</i>	1.1
28. <i>THE MENTALIST</i>	1.1
29. <i>THE MENTALIST</i>	1.1
30. <i>THE MENTALIST</i>	1.1
31. <i>THE MENTALIST</i>	1.1
32. <i>THE MENTALIST</i>	1.1
33. <i>THE MENTALIST</i>	1.1
34. <i>THE MENTALIST</i>	1.1
35. <i>THE MENTALIST</i>	1.1
36. <i>THE MENTALIST</i>	1.1
37. <i>THE MENTALIST</i>	1.1
38. <i>THE MENTALIST</i>	1.1
39. <i>THE MENTALIST</i>	1.1
40. <i>THE MENTALIST</i>	1.1
41. <i>THE MENTALIST</i>	1.1
42. <i>THE MENTALIST</i>	1.1
43. <i>THE MENTALIST</i>	1.1
44. <i>THE MENTALIST</i>	1.1
45. <i>THE MENTALIST</i>	1.1
46. <i>THE MENTALIST</i>	1.1
47. <i>THE MENTALIST</i>	1.1
48. <i>THE MENTALIST</i>	1.1
49. <i>THE MENTALIST</i>	1.1
50. <i>THE MENTALIST</i>	1.1
51. <i>THE MENTALIST</i>	1.1
52. <i>THE MENTALIST</i>	1.1
53. <i>THE MENTALIST</i>	1.1
54. <i>THE MENTALIST</i>	1.1
55. <i>THE MENTALIST</i>	1.1
56. <i>THE MENTALIST</i>	1.1
57. <i>THE MENTALIST</i>	1.1
58. <i>THE MENTALIST</i>	1.1
59. <i>THE MENTALIST</i>	1.1
60. <i>THE MENTALIST</i>	1.1
61. <i>THE MENTALIST</i>	1.1
62. <i>THE MENTALIST</i>	1.1
63. <i>THE MENTALIST</i>	1.1
64. <i>THE MENTALIST</i>	1.1
65. <i>THE MENTALIST</i>	1.1
66. <i>THE MENTALIST</i>	1.1
67. <i>THE MENTALIST</i>	1.1
68. <i>THE MENTALIST</i>	1.1
69. <i>THE MENTALIST</i>	1.1
70. <i>THE MENTALIST</i>	1.1
71. <i>THE MENTALIST</i>	1.1
72. <i>THE MENTALIST</i>	1.1
73. <i>THE MENTALIST</i>	1.1
74. <i>THE MENTALIST</i>	1.1
75. <i>THE MENTALIST</i>	1.1
76. <i>THE MENTALIST</i>	1.1
77. <i>THE MENTALIST</i>	1.1
78. <i>THE MENTALIST</i>	1.1
79. <i>THE MENTALIST</i>	1.1
80. <i>THE MENTALIST</i>	1.1
81. <i>THE MENTALIST</i>	1.1
82. <i>THE MENTALIST</i>	1.1
83. <i>THE MENTALIST</i>	1.1
84. <i>THE MENTALIST</i>	1.1
85. <i>THE MENTALIST</i>	1.1
86. <i>THE MENTALIST</i>	1.1
87. <i>THE MENTALIST</i>	1.1
88. <i>THE MENTALIST</i>	1.1
89. <i>THE MENTALIST</i>	1.1
90. <i>THE MENTALIST</i>	1.1
91. <i>THE MENTALIST</i>	1.1
92. <i>THE MENTALIST</i>	1.1
93. <i>THE MENTALIST</i>	1.1
94. <i>THE MENTALIST</i>	1.1
95. <i>THE MENTALIST</i>	1.1
96. <i>THE MENTALIST</i>	1.1
97. <i>THE MENTALIST</i>	1.1
98. <i>THE MENTALIST</i>	1.1
99. <i>THE MENTALIST</i>	1.1
100. <i>THE MENTALIST</i>	1.1

AVERAGE AUDIENCE	5.9	6.4	5.8	6.5	7.0	6.7	6.7	5.7
SHARE AUDIENCE %	10	11	9	10	11	10	11	10

PAY SERVICES

	AVERAGE AUDIENCE SHARE AUDIENCE %
1990-1991	1.0
1991-1992	1.0
1992-1993	1.0
1993-1994	1.0
1994-1995	1.0
1995-1996	1.0
1996-1997	1.0
1997-1998	1.0
1998-1999	1.0
1999-2000	1.0
2000-2001	1.0
2001-2002	1.0
2002-2003	1.0
2003-2004	1.0
2004-2005	1.0
2005-2006	1.0
2006-2007	1.0
2007-2008	1.0
2008-2009	1.0
2009-2010	1.0
2010-2011	1.0
2011-2012	1.0
2012-2013	1.0
2013-2014	1.0
2014-2015	1.0
2015-2016	1.0
2016-2017	1.0
2017-2018	1.0
2018-2019	1.0
2019-2020	1.0
2020-2021	1.0
2021-2022	1.0
2022-2023	1.0
2023-2024	1.0
2024-2025	1.0
2025-2026	1.0
2026-2027	1.0
2027-2028	1.0
2028-2029	1.0
2029-2030	1.0
2030-2031	1.0
2031-2032	1.0
2032-2033	1.0
2033-2034	1.0
2034-2035	1.0
2035-2036	1.0
2036-2037	1.0
2037-2038	1.0
2038-2039	1.0
2039-2040	1.0
2040-2041	1.0
2041-2042	1.0
2042-2043	1.0
2043-2044	1.0
2044-2045	1.0
2045-2046	1.0
2046-2047	1.0
2047-2048	1.0
2048-2049	1.0
2049-2050	1.0
2050-2051	1.0
2051-2052	1.0
2052-2053	1.0
2053-2054	1.0
2054-2055	1.0
2055-2056	1.0
2056-2057	1.0
2057-2058	1.0
2058-2059	1.0
2059-2060	1.0
2060-2061	1.0
2061-2062	1.0
2062-2063	1.0
2063-2064	1.0
2064-2065	1.0
2065-2066	1.0
2066-2067	1.0
2067-2068	1.0
2068-2069	1.0
2069-2070	1.0
2070-2071	1.0
2071-2072	1.0
2072-2073	1.0
2073-2074	1.0
2074-2075	1.0
2075-2076	1.0
2076-2077	1.0
2077-2078	1.0
2078-2079	1.0
2079-2080	1.0
2080-2081	1.0
2081-2082	1.0
2082-2083	1.0
2083-2084	1.0
2084-2085	1.0
2085-2086	1.0
2086-2087	1.0
2087-2088	1.0
2088-2089	1.0
2089-2090	1.0
2090-2091	1.0
2091-2092	1.0
2092-2093	1.0
2093-2094	1.0
2094-2095	1.0
2095-2096	1.0
2096-2097	1.0
2097-2098	1.0
2098-2099	1.0
2099-2100	1.0
2100-2101	1.0
2101-2102	1.0
2102-2103	1.0
2103-2104	1.0
2104-2105	1.0
2105-2106	1.0
2106-2107	1.0
2107-2108	1.0
2108-2109	1.0
2109-2110	1.0
2110-2111	1.0
2111-2112	1.0
2112-2113	1.0
2113-2114	1.0
2114-2115	1.0
2115-2116	1.0
2116-2117	1.0
2117-2118	1.0
2118-2119	1.0
2119-2120	1.0
2120-2121	1.0

AVERAGE AUDIENCE SHARE AUDIENCE %	2.7 5	3.2 5	3.4 5	3.8 6	4.2 6	4.1 6	4.4 7	3.3 6
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U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.8	54.0	54.2	56.0	56.2	57.4	57.9	59.0	59.4	59.9	59.7	60.0	57.0	56.3	54.9	53.5

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

					PERFECT STRANGERS		FULL HOUSE		MR. BELVEDERE		THORNS (PAE)		20/20 (PAE)			
					11,160		10,990		8,680		5,850		11,160			
					12.6		12.4		9.8		6.6		12.6		13.1 *	12.0 *
					22		21		16		11		23		23 *	22 *
					12.3	12.9	12.3	12.4	9.8	9.8	6.5	6.7	12.6	13.7	12.2	11.7

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

					BEAUTY & THE BEAST (R)					DALLAS (PAE)				FALCON CREST		
					8,330				13,560				10,720			
					9.4	9.1 *		9.8 *	15.3	14.5 *		16.0 *	12.1	12.1 *		12.2 *
					16	16 *		17 *	26	24 *		27 *	22	21 *		23 *
					9.1	9.2	9.4	10.1	14.1	15.0	16.1	16.0	12.0	12.2	12.3	12.0

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

					HIGHWAYMAN					MIAMI VICE				SONNY SPOON		
					10,370				12,140				10,450			
					11.7	11.1 *		12.3 *	13.7	12.8 *		14.6 *	11.8	11.8 *		11.7 *
					20	20 *		21 *	23	21 *		24 *	21	21 *		22 *
					10.7	11.5	12.3	12.2	12.6	12.9	14.4	14.8	12.0	11.5	11.8	11.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

	13.7		12.3		10.9		10.8		10.2		10.2		8.9		8.4	
	26		22		19		18		17		17		16		15	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	4.1		3.3		2.8		2.6		2.6		2.9		2.5		2.5	
	8		6		5		4		4		5		4		5	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.7		2.1		2.3		2.0		2.6		2.8		2.5		2.3	
	3		4		4		3		4		5		4		4	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	6.1		6.9		6.9		7.1		7.5		7.8		6.7		5.8	
	11		13		12		12		13		13		12		11	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.5		2.6		4.3		4.6		4.8		4.3		4.3		4.3	
	5		5		8		8		8		7		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.SAT. MAR.12, 1988

A-12

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVERETT

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	47.5	48.6	49.6	51.2	56.5	57.6	57.6	58.7	58.8	58.6	57.3	56.9	54.9	54.5	53.9	52.5	47.9	44.3

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%
12:00-12:30 PM	100
12:30-1:00 PM	100
1:00-1:30 PM	100
1:30-2:00 PM	100
2:00-2:30 PM	100
2:30-3:00 PM	100
3:00-3:30 PM	100
3:30-4:00 PM	100
4:00-4:30 PM	100
4:30-5:00 PM	100
5:00-5:30 PM	100
5:30-6:00 PM	100
6:00-6:30 PM	100
6:30-7:00 PM	100
7:00-7:30 PM	100
7:30-8:00 PM	100
8:00-8:30 PM	100
8:30-9:00 PM	100
9:00-9:30 PM	100
9:30-10:00 PM	100
10:00-10:30 PM	100
10:30-11:00 PM	100
11:00-11:30 PM	100
11:30-12:00 AM	100
12:00-12:30 AM	100
12:30-1:00 AM	100
1:00-1:30 AM	100
1:30-2:00 AM	100
2:00-2:30 AM	100
2:30-3:00 AM	100
3:00-3:30 AM	100
3:30-4:00 AM	100
4:00-4:30 AM	100
4:30-5:00 AM	100
5:00-5:30 AM	100
5:30-6:00 AM	100
6:00-6:30 AM	100
6:30-7:00 AM	100
7:00-7:30 AM	100
7:30-8:00 AM	100
8:00-8:30 AM	100
8:30-9:00 AM	100
9:00-9:30 AM	100
9:30-10:00 AM	100
10:00-10:30 AM	100
10:30-11:00 AM	100
11:00-11:30 AM	100
11:30-12:00 PM	100

\longleftrightarrow DOLLY \longrightarrow			\longleftrightarrow OHARA (PAE) \longrightarrow			\longleftrightarrow SPENSER: FOR HIRE (PAE) \longrightarrow		
8,680				7,180			7,710	
9.8	9.5 *		8.1 *	7.5 *		8.7 *	8.6 *	8.8
17	17	10.1 *	14	13 *		15 *	16 *	17
9.2	9.8	10.0	7.5	7.6	8.5	8.9	8.5	8.8
		10.2					8.7	8.9

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

MAGIC-DAVID COPPERFIELD				TOUR OF DUTY (PAE)				WEST 57TH			
10,990				7,970				7,000			
12.4	11.9 *		12.8 *	9.0 *	8.9 *		9.1 *	7.9 *	7.8 *		7.9
22	21 *		22 *	16	15 *		16 *	15	14 *		15
11.9	12.0	12.4	13.3	8.9	8.9	9.4	8.8	7.6	8.0	8.2	7.6

NBC TV

AVERAGE AUDIENCE (Hhids (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

FACTS OF LIFE		227		GOLDEN GIRLS		AMEN		← HUNTER →	
11,960		12,760		18,960		16,130		15,420	
13.5		14.4		21.4		18.2		17.4	17.1 *
24		25		36		32		32	31 *
12.9	14.2	13.8	15.0	21.1	21.7	18.1	18.2	17.0	17.2 17.7 17.6

INDEPENDENTS
(INCL. SUPERSTATIONS)

PROGRAM	SPOTS/	WEEK	RATING	RANK	AVERAGE AUDIENCE	
					SHARE	AUDIENCE %
60 SECS.	10	10	10	10	10	10
30 SECS.	10	10	10	10	10	10
15 SECS.	10	10	10	10	10	10
5 SECS.	10	10	10	10	10	10

AVERAGE AUDIENCE	13.1	12.5	9.4	8.5	8.8	8.8	8.3	7.3	8.2
SHARE AUDIENCE %	27	25	16	15	15	15	15	14	18

SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1960-61	78,000	1.5
1961-62	100,000	1.8
1962-63	100,000	1.8
1963-64	100,000	1.8
1964-65	100,000	1.8
1965-66	100,000	1.8
1966-67	100,000	1.8
1967-68	100,000	1.8
1968-69	100,000	1.8
1969-70	100,000	1.8
1970-71	100,000	1.8
1971-72	100,000	1.8
1972-73	100,000	1.8
1973-74	100,000	1.8
1974-75	100,000	1.8
1975-76	100,000	1.8
1976-77	100,000	1.8
1977-78	100,000	1.8
1978-79	100,000	1.8
1979-80	100,000	1.8
1980-81	100,000	1.8
1981-82	100,000	1.8
1982-83	100,000	1.8
1983-84	100,000	1.8
1984-85	100,000	1.8
1985-86	100,000	1.8
1986-87	100,000	1.8
1987-88	100,000	1.8
1988-89	100,000	1.8
1989-90	100,000	1.8
1990-91	100,000	1.8
1991-92	100,000	1.8
1992-93	100,000	1.8
1993-94	100,000	1.8
1994-95	100,000	1.8
1995-96	100,000	1.8
1996-97	100,000	1.8
1997-98	100,000	1.8
1998-99	100,000	1.8
1999-00	100,000	1.8
2000-01	100,000	1.8
2001-02	100,000	1.8
2002-03	100,000	1.8
2003-04	100,000	1.8
2004-05	100,000	1.8
2005-06	100,000	1.8
2006-07	100,000	1.8
2007-08	100,000	1.8
2008-09	100,000	1.8
2009-10	100,000	1.8
2010-11	100,000	1.8
2011-12	100,000	1.8
2012-13	100,000	1.8
2013-14	100,000	1.8
2014-15	100,000	1.8
2015-16	100,000	1.8
2016-17	100,000	1.8
2017-18	100,000	1.8
2018-19	100,000	1.8
2019-20	100,000	1.8
2020-21	100,000	1.8
2021-22	100,000	1.8
2022-23	100,000	1.8
2023-24	100,000	1.8
2024-25	100,000	1.8
2025-26	100,000	1.8
2026-27	100,000	1.8
2027-28	100,000	1.8
2028-29	100,000	1.8
2029-30	100,000	1.8
2030-31	100,000	1.8
2031-32	100,000	1.8
2032-33	100,000	1.8
2033-34	100,000	1.8
2034-35	100,000	1.8
2035-36	100,000	1.8
2036-37	100,000	1.8
2037-38	100,000	1.8
2038-39	100,000	1.8
2039-40	100,000	1.8
2040-41	100,000	1.8
2041-42	100,000	1.8
2042-43	100,000	1.8
2043-44	100,000	1.8
2044-45	100,000	1.8
2045-46	100,000	1.8
2046-47	100,000	1.8
2047-48	100,000	1.8
2048-49	100,000	1.8
2049-50	100,000	1.8
2050-51	100,000	1.8
2051-52	100,000	1.8
2052-53	100,000	1.8
2053-54	100,000	1.8
2054-55	100,000	1.8
2055-56	100,000	1.8
2056-57	100,000	1.8
2057-58	100,000	1.8
2058-59	100,000	1.8
2059-60	100,000	1.8
2060-61	100,000	1.8
2061-62	100,000	1.8
2062-63	100,000	1.8
2063-64	100,000	1.8
2064-65	100,000	1.8
2065-66	100,000	1.8
2066-67	100,000	

AVERAGE AUDIENCE	3.3	2.5	2.2	2.0	2.3	2.3	1.5	1.2	1.9
SHARE AUDIENCE %	7	5	4	3	4	4	3	2	4

PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	100	100
2	100	100
3	100	100
4	100	100
5	100	100
6	100	100
7	100	100
8	100	100
9	100	100
10	100	100
11	100	100
12	100	100
13	100	100
14	100	100
15	100	100
16	100	100
17	100	100
18	100	100
19	100	100
20	100	100
21	100	100
22	100	100
23	100	100
24	100	100
25	100	100
26	100	100
27	100	100
28	100	100
29	100	100
30	100	100
31	100	100
32	100	100
33	100	100
34	100	100
35	100	100
36	100	100
37	100	100
38	100	100
39	100	100
40	100	100
41	100	100
42	100	100
43	100	100
44	100	100
45	100	100
46	100	100
47	100	100
48	100	100
49	100	100
50	100	100
51	100	100
52	100	100
53	100	100
54	100	100
55	100	100
56	100	100
57	100	100
58	100	100
59	100	100
60	100	100
61	100	100
62	100	100
63	100	100
64	100	100
65	100	100
66	100	100
67	100	100
68	100	100
69	100	100
70	100	100
71	100	100
72	100	100
73	100	100
74	100	100
75	100	100
76	100	100
77	100	100
78	100	100
79	100	100
80	100	100
81	100	100
82	100	100
83	100	100
84	100	100
85	100	100
86	100	100
87	100	100
88	100	100
89	100	100
90	100	100
91	100	100
92	100	100
93	100	100
94	100	100
95	100	100
96	100	100
97	100	100
98	100	100
99	100	100
100	100	100

AVERAGE AUDIENCE SHARE AUDIENCE %	3.8 8	4.0 8	4.4 8	4.2 7	3.8 6	3.5 6	3.5 6	2.8 5	1.9 4
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CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1960-61	7.8	1.0
1961-62	8.0	1.0
1962-63	8.2	1.0
1963-64	8.4	1.0
1964-65	8.6	1.0
1965-66	8.8	1.0
1966-67	9.0	1.0
1967-68	9.2	1.0
1968-69	9.4	1.0
1969-70	9.6	1.0
1970-71	9.8	1.0
1971-72	10.0	1.0
1972-73	10.2	1.0
1973-74	10.4	1.0
1974-75	10.6	1.0
1975-76	10.8	1.0
1976-77	11.0	1.0
1977-78	11.2	1.0
1978-79	11.4	1.0
1979-80	11.6	1.0
1980-81	11.8	1.0
1981-82	12.0	1.0
1982-83	12.2	1.0
1983-84	12.4	1.0
1984-85	12.6	1.0
1985-86	12.8	1.0
1986-87	13.0	1.0
1987-88	13.2	1.0
1988-89	13.4	1.0
1989-90	13.6	1.0
1990-91	13.8	1.0
1991-92	14.0	1.0
1992-93	14.2	1.0
1993-94	14.4	1.0
1994-95	14.6	1.0
1995-96	14.8	1.0
1996-97	15.0	1.0
1997-98	15.2	1.0
1998-99	15.4	1.0
1999-00	15.6	1.0
2000-01	15.8	1.0
2001-02	16.0	1.0
2002-03	16.2	1.0
2003-04	16.4	1.0
2004-05	16.6	1.0
2005-06	16.8	1.0
2006-07	17.0	1.0
2007-08	17.2	1.0
2008-09	17.4	1.0
2009-10	17.6	1.0
2010-11	17.8	1.0
2011-12	18.0	1.0
2012-13	18.2	1.0
2013-14	18.4	1.0
2014-15	18.6	1.0
2015-16	18.8	1.0
2016-17	19.0	1.0
2017-18	19.2	1.0
2018-19	19.4	1.0
2019-20	19.6	1.0
2020-21	19.8	1.0
2021-22	20.0	1.0
2022-23	20.2	1.0
2023-24	20.4	1.0
2024-25	20.6	1.0
2025-26	20.8	1.0
2026-27	21.0	1.0
2027-28	21.2	1.0
2028-29	21.4	1.0
2029-30	21.6	1.0
2030-31	21.8	1.0
2031-32	22.0	1.0
2032-33	22.2	1.0
2033-34	22.4	1.0
2034-35	22.6	1.0
2035-36	22.8	1.0
2036-37	23.0	1.0
2037-38	23.2	1.0
2038-39	23.4	1.0
2039-40	23.6	1.0
2040-41	23.8	1.0
2041-42	24.0	1.0
2042-43	24.2	1.0
2043-44	24.4	1.0
2044-45	24.6	1.0
2045-46	24.8	1.0
2046-47	25.0	1.0
2047-48	25.2	1.0
2048-49	25.4	1.0
2049-50	25.6	1.0
2050-51	25.8	1.0
2051-52	26.0	1.0
2052-53	26.2	1.0
2053-54	26.4	1.0
2054-55	26.6	1.0
2055-56	26.8	1.0
2056-57	27.0	1.0
2057-58	27.2	1.0
2058-59	27.4	1.0
2059-60	27.6	1.0
2060-61	27.8	1.0
2061-62	28.0	1.0
2062-63	28.2	1.0
2063-64	28.4	1.0
2064-65	28.6	1.0
2065-66	28.8	1.0
2066-67	29.0	1.0
2067-68	29.2	1.0
2068-69	29.4	1.0
2069-70	29.6	1.0
2070-71	29.8	1.0
2071-72	30.0	1.0
2072-73	30.2	1.0
2073-74	30.4	1.0
2074-75	30.6	1.0
2075-76	30.8	1.0

AVERAGE AUDIENCE	7.2	7.3	6.8	6.5	6.5	6.6	6.8	5.9	4.6
SHARE AUDIENCE %	15	14	12	11	11	12	12	11	10

PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

AVERAGE AUDIENCE	3.3	3.7	4.6	4.8	4.9	4.5	5.4	5.8	4.8
SHARE AUDIENCE %	7	7	8	8	8	8	10	11	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	40.0	37.1	34.6	33.1	30.5	28.2	24.4	22.5	19.9	18.0	15.9	13.7	12.4	11.4				

ABC TV

(1)

AVERAGE AUDIENCE { 1,680
 (Hhlds (000) & %) { 1.9
 SHARE AUDIENCE % 6
 AVG. AUD. BY 1/4 HR % 1.9

CBS TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %) {
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

SAT NIGHT'S MAIN EVENT 15
 (11:30-12:54)(PAE)

AVERAGE AUDIENCE { 8,860
 (Hhlds (000) & %) { 10.0 10.5 * 10.1 *
 SHARE AUDIENCE % 30 28 * 31 *
 AVG. AUD. BY 1/4 HR % 10.8 10.2 10.2 10.1 9.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE 7.5 6.5 5.7 5.4 4.3 3.3 2.7
 SHARE AUDIENCE % 19 19 19 23 23 22 23

SUPERSTATIONS

AVERAGE AUDIENCE 1.9 1.6 1.5 1.5 0.9 0.8 0.5 ^
 SHARE AUDIENCE % 5 5 5 6 5 5 4 ^

PBS

AVERAGE AUDIENCE 1.7 1.4 1.1 1.0 0.7 ^ 0.6 ^ 0.4 ^
 SHARE AUDIENCE % 4 4 4 4 4 ^ 4 ^ 3 ^

CABLE ORIG.

AVERAGE AUDIENCE 4.3 3.7 3.6 3.2 2.7 2.0 1.6
 SHARE AUDIENCE % 11 11 12 14 14 14 13

PAY SERVICES

AVERAGE AUDIENCE 4.9 4.7 4.3 4.1 3.7 2.9 2.2
 SHARE AUDIENCE % 13 14 15 17 19 20 18

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	56.6	58.8	60.8	62.7	65.0	66.5	67.1	67.9	66.7	67.0	66.4	65.9	65.0	63.6	61.6	59.2	53.5	46.3

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	7,600			10,720				16,300									19.6 *
SHARE AUDIENCE	%	6.8	8.0 *		9.6 *	12.1	11.6 *		12.6 *	18.4	17.3 *		18.7 *		18.2 *		18.6 *	37 *
AVG. AUD. BY 1/4 HR	%	15	14 *		16 *	18	18 *		19 *	29	26 *		28 *		28 *		31 *	19.9

← DISNEY SUNDAY MOVIE
14 GOING ON 30, PT. 2

← SUPERCARRIER

← ABC SUNDAY NIGHT MOVIE
PALE RIDER
(9:00-11:21)(PAE)

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	17,720			18,780				17,810								2,570	
SHARE AUDIENCE	%	20.0	19.2 *		20.7 *	21.2	20.7 *		21.7 *	20.1	20.1 *		20.4 *		20.6 *		19.8 *	2.9
AVG. AUD. BY 1/4 HR	%	34	33 *		34 *	32	32 *		32 *	31	30 *		31 *		32 *		33 *	6

← 60 MINUTES

← MURDER, SHE WROTE

← PEOPLE'S CHOICE AWARDS
(9:00-11:06)(PAE)

(1)

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	9,130			14,090			12,760			10,540							
SHARE AUDIENCE	%	10.3	9.3 *		11.3 *	15.9	14.4		11.9	12.2 *	12.2 *		11.9 *		12.0 *		11.4 *	
AVG. AUD. BY 1/4 HR	%	17	16 *		18 *	24	21		18	18 *	18 *		18 *		19 *		19 *	

← OUR HOUSE

← FAMILY TIES

← DAY BY DAY

← NBC SUNDAY NIGHT MOVIE
THE TERMINATOR
(R)

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.0		12.0		10.1		11.7		10.5		9.1		8.0		6.4		4.7	
SHARE AUDIENCE %	21		19		15		17		16		14		12		11		9	

SUPERSTATIONS

AVERAGE AUDIENCE	2.6		2.5		2.7		2.6		2.7		2.6		2.5		1.8		1.0	
SHARE AUDIENCE %	5		4		4		4		4		4		4		3		2	

PBS

AVERAGE AUDIENCE	3.3		3.4		4.2		4.3		3.4		2.9		2.4		1.9		1.3	
SHARE AUDIENCE %	6		6		6		6		5		4		4		3		3	

CABLE ORIG.

AVERAGE AUDIENCE	6.2		5.9		5.0		5.3		5.2		4.3		4.0		3.8		3.2	
SHARE AUDIENCE %	11		10		8		8		8		6		6		6		6	

PAY SERVICES

AVERAGE AUDIENCE	3.7		3.9		4.3		4.3		5.5		5.7		5.5		4.2		3.8	
SHARE AUDIENCE %	6		6		7		6		8		9		9		7		8	

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS SUNDAY NEWS, (PAE), CBS, (11:06-11:21)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.13, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	35.9	29.7	25.6	23.2	20.5	18.7	16.5	14.5	12.5	11.1	9.5	8.8	8.0	7.0

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ %

(1)

1,770
2.0
16
2.0

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ %

(2) (PAE)

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ %

1,150
1.3
4
1.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.8 15 4.1 17 3.5 18 2.8 18 2.3 19 1.7 19 1.8 24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9 3 1.2 5 1.0 5 0.9 6 0.8 7 0.8 9 0.9 12

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4 4 1.0 4 0.7 4 ^ 0.4 3 ^ 0.3 3 ^ 0.1 1 v 0.1 1 v

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1 9 2.9 12 2.4 12 1.9 12 1.7 14 1.5 16 1.3 17

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4 10 3.4 14 3.0 15 3.0 19 2.2 19 1.7 19 1.4 19

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN., ABC, (2:00-2:15)
(2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.4	10.2	13.0	15.8	18.9	21.0	22.2	22.5	22.4	22.9	22.6	22.5	22.8	23.2	23.2	22.9	22.2	22.3

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) {PARTICIPATING (PAE)}	GOOD MORNING AMERICA-830 (CO-OP) {PARTICIPATING (PAE)}
	1,080		1,910	3,760	3,610
	1.2		2.2	4.2	4.1
	12		13	19	18
	1.2		2.2	4.3	4.1

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

		CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	BLACKOUT
		1,330		2,270		2,200	1,910
		1.5		2.6		2.5	2.2
		13		11		11	10
		1.4	1.6	2.7	2.5	2.5	2.1

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7:30AM (CO-OP) {PARTICIPATING (PAE)}	TODAY SHOW-8:30AM (CO-OP) {PARTICIPATING (PAE)}	SALE OF THE CENTURY
	1,980			4,390	4,000	2,870
	2.2			5.0	4.5	3.2
	21			22	20	14
	1.9	2.6		5.0	4.6	3.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	3.8	6.2	7.2	6.7	6.4	5.4	5.1	5.4
18	27	31	32	30	28	23	22	24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7	1.4	2.0	2.1	1.9	2.1	1.7	1.8	1.8
7	10	10	10	9	9	7	8	8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

<<	0.1	0.5	0.7	1.2	1.3	1.4	1.1	1.1
<<	1	2	3	5	6	6	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.4	1.8	2.0	2.2	2.3	2.1	2.2	2.2
12	10	9	9	10	10	9	9	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9	1.0	1.1	1.1	0.9	1.0	1.1	1.0	1.0
9	7	5	5	4	5	5	4	5

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)

(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	22.4	22.6	22.7	23.4	23.7	24.4	25.2	25.8	26.3	27.3	28.8	29.4	28.5	28.6	27.7	28.3	28.5	28.9

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS? M-F

HOME

RYAN'S HOPE

LOVING

← ALL MY CHILDREN →

← ONE LIFE TO LIVE (PAE) →

2,750
3.1
13
3.0

3.2

2,290
2.6
11
2.6

2.5

2,220
2.5
10
2.5

2.5

3,230
3.6
14
3.5

3.8

6,360
7.2
25
6.6

6.9

*

24

*

7.5

26

*

6.9

7.4

7.5

7.4

6.9

7.1

7.2

*

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NEW CARD SHARKS

PRICE IS RIGHT 1

PRICE IS RIGHT 2 (PAE)

← YOUNG AND THE RESTLESS →

BOLD AND THE BEAUTIFUL

← AS THE WORLD TURNS →

2,590
2.9
13
2.8

3.1

4,200
4.7
21
4.5

5.0

5,550
6.3
26
6.0

6.6

7,160
8.1
30
7.5

8.1

7.8

*

8.4

31

*

8.5

5.5

5.4

4,860

5.5

6.8

6.6

6.7

6.9

6.9

6.9

6.9

6.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CLASSIC CONCENTRATION

WHEEL OF FORTUNE

WIN, LOSE OR DRAW

SUPER PASSWORD

SCRABBLE

← DAYS OF OUR LIVES →

← ANOTHER WORLD (PAE) →

3,300
3.7
16
3.6

3.8

4,890
5.5
24
5.4

5.6

4,200
4.7
20
4.6

4.9

3,210
3.6
14
3.7

3.6

3,670
4.1
15
4.0

4.3

5,940
6.7
23
6.4

6.5

*

6.5

6.9

7.0

24

*

5.1

5.1

5.1

5.1

5.1

5.1

5.1

5.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.0
224.8
214.9
204.9
195.3
205.1
185.4
195.5
205.8
20**SUPERSTATIONS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7
81.7
81.8
81.6
61.7
61.5
51.6
61.7
61.8
6**PBS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8
40.6
30.6
20.6
20.7
30.8
30.7
30.6
20.5
2**CABLE ORIG.**

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3
102.3
102.3
92.5
102.7
102.7
92.8
102.9
103.0
11**PAY SERVICES**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1
51.1
51.1
41.1
41.0
41.0
30.9
30.9
30.9
3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
HUT	28.4	29.3	30.0	31.0	32.1	34.1	35.6	37.5	38.6	40.7	42.0	44.2	49.8	51.7	53.3	55.0		

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GENERAL HOSPITAL →

6,960	7.9	7.7	*	8.0	*
27	27	*	26	*	
7.7	7.7	8.0	8.0		

ABC WORLD
NEWS TONIGHT

9,050	10.2
19	
9.9	10.5

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GUIDING LIGHT
(PAE) →

5,810	6.6	6.4	*	6.7	*
22	22	*	22	*	
6.4	6.5	6.7	6.7		

CBS EVENING
NEWS-RATHER

9,820	11.1
21	
11.0	11.1

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← SANTA BARBARA → (PAE)

3,850	4.3	4.2	*	4.4	*
15	15	*	15	*	
4.2	4.2	4.3	4.5		

NBC NIGHTLY
NEWS

8,360	9.4
18	
9.3	9.6

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.4	7.1	8.2	9.4	10.7	11.8	13.8	15.8
22	23	25	26	27	27	27	29

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	1.9	2.0	2.2	2.5	2.9	2.6	3.3
6	6	6	6	6	7	5	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6	0.8	1.0	1.1	1.2	1.3	1.3	1.2
2	2	3	3	3	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3	3.5	3.9	4.2	4.2	4.3	4.7	5.4
12	12	12	12	11	10	9	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0	1.0	1.0	1.2	1.3	1.4	1.6	1.9
3	3	3	3	3	3	3	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	8.4	9.8	12.4	14.5	16.6	18.4	20.9	23.1	25.3	26.5	27.7	28.9	30.0	30.6	29.7	29.5	29.0	29.2

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL HAPPYTOWN	NEW POUND PUPPIES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS I	REAL GHOSTBUSTERS II	BUGS BUNNY & TWEETY SHOW
1,860	2,660	3,810	3,540	4,340	5,140	5,140
2.1	3.0	4.3	4.0	4.9	5.8	5.8
12	14	17	14	16	20	20
2.0	2.3	2.6	3.5	4.0	4.6	5.6

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
2,750	3,900	4,780	4,870	5,490	3,900	2,920
3.1	4.4	5.4	5.5	6.2	4.4	3.3
18	20	21	19	20	15	12
2.9	3.2	4.1	4.7	5.4	4.6	3.3

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FRAGGLE ROCK (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	GUMMI BEARS
3,010	4,080	5,140	6,290	5,940	5,670	4,430
3.4	4.6	5.8	7.1	6.7	6.4	5.0
19	21	22	25	22	22	17
3.2	3.7	4.4	5.7	6.9	6.6	5.0

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1	4.3	4.3	4.9	4.8	5.1	5.9	6.3	6.5
34	32	25	22	19	18	19	21	22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.6	1.2	1.5	1.3	1.5	1.4	1.4	1.9
12	12	7	7	5	5	5	5	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	0.2	0.5	0.9	1.1	1.3	1.6	1.7	1.6
1	1	3	4	4	5	5	6	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.3	2.8	3.1	3.7	4.0	4.1	3.9	4.3
19	17	16	14	14	14	14	13	15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.2	1.6	1.7	1.9	2.2	2.1	2.2	2.2
12	9	9	8	7	8	7	7	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.4	28.8	29.2	29.9	28.7	28.7	28.8	29.3	29.4	29.7	29.6	29.8	29.7	30.6	31.0	32.2	32.4	32.8

ABC TV

		FLINTSTONE KIDS		ANIMAL CRACK- UPS		HEALTH SHOW		(1)					MAKE THAT SPARE		PRO BOWLERS TOUR (3:00-4:30)			
AVERAGE AUDIENCE (Hhlds (000) & %)	{	4,080 4.6		3,190 3.6		1,510 1.7		1,950 2.2					1,590 1.8		3,720 4.2			
SHARE AUDIENCE	%	16		12		6		8					6		13			
AVG. AUD. BY 1/4 HR	%	4.7	4.5	3.7	3.5	1.6	1.8	2.0	2.3				1.8	1.9	3.5	4.0	4.1	4.1

CBS TV

		DENNIS THE MENACE		TEEN WOLF		GALAXY HIGH SCHOOL		ROAD TO FINAL FOUR, PT. I					CBS NCAA BASKETBALL-SAT SEMI FINAL: SETON HALL V SYRACUSE (1:45-3:49)(PAE)					(2)
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,660 3.0		2,220 2.5		2,220 2.5		1,950 2.2				2,220 2.5						2,840 3.2
SHARE AUDIENCE	%	11		9		9		8		8	*	8		7	*	7	*	10
AVG. AUD. BY 1/4 HR	%	2.9	3.1	2.3	2.6	2.5	2.6	2.7	2.0	2.0		1.9	2.2	2.2	2.1	2.2	2.7	3.2

NBC TV

		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING(B)							NBC COLLEGE BSKBL SAT LSU VS KENTUCKY (1:00-3:03)(PAE)				DUPONT TENNIS CLASSIC (3:03-5:00)(PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)	{	4,160 4.7		3,100 3.5		2,040 2.3		1,680 1.9					1.9	*			1,060 1.2	
SHARE AUDIENCE	%	17		12		8		6		8	*	6	*	5	*	6	*	4
AVG. AUD. BY 1/4 HR	%	4.7	4.7	3.6	3.5	2.3	2.3	2.5	2.4	2.1		1.8	1.5	1.3	1.7	2.1	1.4	1.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.9		7.4		7.2		7.7		8.7		8.7		9.1		9.2		9.9
SHARE AUDIENCE %	24		25		25		27		29		29		30		29		30

SUPERSTATIONS

AVERAGE AUDIENCE	2.3		2.0		1.7		1.5		1.6		1.7		1.7		2.0		2.3
SHARE AUDIENCE %	8		7		6		5		5		6		6		6		7

PBS

AVERAGE AUDIENCE	1.8		2.0		2.1		2.1		2.1		2.2		1.9		2.2		2.5
SHARE AUDIENCE %	6		7		7		7		7		7		6		7		8

CABLE ORIG.

AVERAGE AUDIENCE	4.1		5.2		5.8		6.3		6.4		6.5		6.2		6.8		7.3
SHARE AUDIENCE %	14		18		20		22		22		22		21		22		22

PAY SERVICES

AVERAGE AUDIENCE	2.7		2.6		2.5		2.6		2.7		2.9		3.3		3.7		2.7
SHARE AUDIENCE %	9		9		9		9		9		10		11		12		8

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND SPECIALS(B), PIPPI LONGSTOCKING, ABC, (1:00-1:30), (R)
 (2) ROAD TO FINAL FOUR, PT. I, (PAE), CBS, (3:49-4:00), (S)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	33.8	34.7	34.9	35.9	36.7	37.3	38.3	39.5	41.5	43.1	43.8	45.5						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PRO BOWLERS
TOUR
(3:00-4:30)

← ABC WIDE WORLD-SPORTS SAT →

ABC WRLD NEWS
TONIGHT-SAT

			4,780									6,200						
	4.8	* 5.4		5.1	*		5.4	*		5.7	*	7.0						
	14	* 14		14	*		14	*		14	*	15						
	4.7	5.0	5.0	5.2	5.4	5.4	5.5	5.9				6.9	7.1					

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← CBS NCAA BASKETBALL-SAT 2
SEMI FINAL: IOWA VS INDIANA
(4:00-6:14) →

CBS SAT. NEWS-
SCHIEFFER

	3,630											4,870						
	4.1	3.9	*		4.3	*		3.8	*		3.9	*	5.5					
	11	11	*		12	*		10	*		10	*	12					
	3.8	4.0	4.3	4.3	3.8	3.8	3.8	4.1	4.9			5.4	5.7					

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

DUPONT TENNIS CLASSIC
(3:03-5:00)(PAE)

← HONDA CLASSIC-SAT →

NBC NIGHTLY
NEWS-SAT.

					2,480							6,560						
	1.1	*		1.5	* 2.8		2.5	*		3.1	*	7.4						
	3	*		4	* 7		7	*		8	*	16						
	1.2	1.1	1.4	1.5	2.4	2.6	2.9	3.2				7.1	7.7					

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.2		10.4		11.5		12.3		11.8		12.9	
30		29		31		32		28		29	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		2.7		3.2		3.4		3.2		3.3	
8		8		9		9		8		7	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		2.9		3.2		3.4		3.0		3.0	
8		8		9		9		7		7	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.7		7.8		7.2		7.3		7.3		7.0	
23		22		19		19		17		16	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1		2.6		3.3		3.7		3.2		3.3	
6		7		9		10		8		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.7	7.8	9.4	11.0	13.7	16.0	19.0	20.8	22.9	25.3	25.7	26.3	27.3	28.5	29.4	29.9	30.2	30.9

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,990

4.5

3.7

*

4.9

*

4.8

*

2,300

2.6

17

15

*

18

*

17

*

8

3.3

4.2

*

4.8

*

5.0

*

4.8

2.7

2.6

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,860

2.1

1.8

*

2.0

*

2.4

*

2,220

2.5

10

11

*

9

*

10

*

9

1.6

1.9

*

2.1

*

2.3

*

2.5

*

2.4

*

2.6

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1

29

2.9

28

4.4

30

6.4

32

7.7

32

8.3

32

9.0

32

10.3

35

11.0

36

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.3

4

0.8

8

1.6

11

2.6

13

2.9

12

3.0

12

2.7

10

3.2

11

3.5

11

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1

1

0.3

3

0.6

4

1.3

7

1.8

7

1.8

7

1.7

6

1.9

6

2.1

7

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7

24

2.6

25

3.6

24

4.3

22

5.2

22

5.2

20

5.2

19

5.1

17

5.7

19

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4

19

1.6

16

1.7

11

1.9

10

2.4

10

3.1

12

3.8

14

3.9

13

3.3

11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	30.9	31.2	31.2	32.0	32.1	32.5	32.1	33.2	33.5	33.9	34.0	33.9	34.5	35.1	35.0	34.8	35.3	36.2

ABC TV

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

ABC COLLEGE BSKTBL 1
KENTUCKY VS. GEORGIA
(2:00-4:02)(PAE)

AVERAGE AUDIENCE {
(Hhids (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

3,190					800						2,480							
3.6	3.3	*		3.8	* 0.9						2.8	2.6	*	2.2	*	2.7	*	3.6
12	11	*		12	* 3						8	8	*	6	*	8	*	10
3.2	3.4		3.8	3.8	1.0	0.8					2.7	2.5		2.0		3.2	3.5	3.6

CBS TVNBA ON CBS
ATLANTA VS BOSTONCBS NCAA BASKETBALL-SUN
SYRACUSE VS VILLANOVA
(2:30-4:30)

AVERAGE AUDIENCE {
(Hhids (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

		4,160										4,160						
		4.7	4.1	*	4.9	*	4.9	*	4.7	*	4.8	*	4.7	*	4.4	*	4.7	*
		14	13	*	15	*	15	*	14	*	14	*	13	*	13	*	13	*
		3.7	4.5		4.8		5.0		4.7		4.4		4.3		4.5		4.9	4.8

NBC TVNBC COLLEGE BSKBL SUN
DUKE VS NORTH CAROLINA
(1:00-3:13)(PAE)SPORTSWORLD
(3:13-4:01)(PAE)

AVERAGE AUDIENCE {
(Hhids (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

						3,190								3,010				
						3.6	2.7	*	3.6	*	3.6	*	4.0	* 3.4	3.0	*	3.5	*
						11	8	*	11	*	11	*	11	* 10	9	*	10	*
						2.4	2.9		3.5		3.8		4.1		3.0		3.0	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.4		11.9		12.6		10.9		10.7		11.1		11.9		12.7		12.6	
37		38		39		33		32		33		34		36		35	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.1		4.9		5.1		3.7		3.5		3.1		3.3		3.2		3.0	
13		16		16		11		10		9		9		9		8	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1		2.0		2.2		2.2		2.0		1.9		1.7		1.8		2.1	
7		6		7		7		6		6		5		5		6	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.9		5.9		6.1		6.5		6.4		6.5		6.6		6.7		6.8	
19		19		19		20		19		19		19		19		19	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9		2.2		2.4		3.1		3.4		3.3		3.6		2.9		2.7	
9		7		7		9		10		10		10		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	36.2	37.4	37.8	38.5	38.9	39.7	40.3	42.8	46.0	47.3	48.5	50.4						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

<div>←<div>ABC COLLEGE BSKTBL 2 ARIZONA VS OREGON / OKLAHOMA VS KANSAS ST. (MULTI SEGMENT) (PAE)</div>→</div>										ABC WRLD NEWS TONIGHT-SUN	
2,920										4,610	
3.3	3.0 *		3.7 *	3.3 *		3.2 *				5.2	
8	8 *		10 *	8 *		8				10	
2.8	3.2	3.7	3.6	3.4	3.2	3.1	3.2	4.0		5.2 5.2	

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)		SHARE AUDIENCE		AVG. AUD. BY 1/4 HR	
12-17	10.0	10.0	10.0	10.0	10.0
18-24	10.0	10.0	10.0	10.0	10.0
25-34	10.0	10.0	10.0	10.0	10.0
35-44	10.0	10.0	10.0	10.0	10.0
45-54	10.0	10.0	10.0	10.0	10.0
55-64	10.0	10.0	10.0	10.0	10.0
65+	10.0	10.0	10.0	10.0	10.0
Total		10.0	10.0	10.0	10.0

(1)	CBS SPORTS SUNDAY AMERICAN CUP GYMNASTICS				NCAA BKBL CHAMPIONSHIP SELECTION		CBS EVENING NEWS-SUNDAY	
	4,250				5,760		7,350	
5.0	* 4.8	4.3	*	5.3	* 6.5		8.3	
14	* 12	11	*	13	* 16		17	
5.4	4.7	4.1		5.0	5.7	6.3	6.6	
							7.8	
							8.7	

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)		SHARE AUDIENCE	
AVG. AUD. BY 1/4 HR		AVG. AUD. BY 1/4 HR	
12-1	12-1	12-1	12-1
12-2	12-2	12-2	12-2
12-3	12-3	12-3	12-3
12-4	12-4	12-4	12-4
12-5	12-5	12-5	12-5
12-6	12-6	12-6	12-6
12-7	12-7	12-7	12-7
12-8	12-8	12-8	12-8
12-9	12-9	12-9	12-9
12-10	12-10	12-10	12-10
12-11	12-11	12-11	12-11
12-12	12-12	12-12	12-12
12-13	12-13	12-13	12-13
12-14	12-14	12-14	12-14
12-15	12-15	12-15	12-15
12-16	12-16	12-16	12-16
12-17	12-17	12-17	12-17
12-18	12-18	12-18	12-18
12-19	12-19	12-19	12-19
12-20	12-20	12-20	12-20
12-21	12-21	12-21	12-21
12-22	12-22	12-22	12-22
12-23	12-23	12-23	12-23
12-24	12-24	12-24	12-24
12-25	12-25	12-25	12-25
12-26	12-26	12-26	12-26
12-27	12-27	12-27	12-27
12-28	12-28	12-28	12-28
12-29	12-29	12-29	12-29
12-30	12-30	12-30	12-30
12-31	12-31	12-31	12-31
12-32	12-32	12-32	12-32
12-33	12-33	12-33	12-33
12-34	12-34	12-34	12-34
12-35	12-35	12-35	12-35
12-36	12-36	12-36	12-36
12-37	12-37	12-37	12-37
12-38	12-38	12-38	12-38
12-39	12-39	12-39	12-39
12-40	12-40	12-40	12-40
12-41	12-41	12-41	12-41
12-42	12-42	12-42	12-42
12-43	12-43	12-43	12-43
12-44	12-44	12-44	12-44
12-45	12-45	12-45	12-45
12-46	12-46	12-46	12-46
12-47	12-47	12-47	12-47
12-48	12-48	12-48	12-48
12-49	12-49	12-49	12-49
12-50	12-50	12-50	12-50
12-51	12-51	12-51	12-51
12-52	12-52	12-52	12-52
12-53	12-53	12-53	12-53
12-54	12-54	12-54	12-54
12-55	12-55	12-55	12-55
12-56	12-56	12-56	12-56
12-57	12-57	12-57	12-57
12-58	12-58	12-58	12-58
12-59	12-59	12-59	12-59
12-60	12-60	12-60	12-60
12-61	12-61	12-61	12-61
12-62	12-62	12-62	12-62
12-63	12-63	12-63	12-63
12-64	12-64	12-64	12-64
12-65	12-65	12-65	12-65
12-66	12-66	12-66	12-66
12-67	12-67	12-67	12-67
12-68	12-68	12-68	12-68
12-69	12-69	12-69	12-69
12-70	12-70	12-70	12-70
12-71	12-71	12-71	12-71
12-72	12-72	12-72	12-72
12-73	12-73	12-73	12-73
12-74	12-74	12-74	12-74
12-75	12-75	12-75	12-75
12-76	12-76	12-76	12-76
12-77	12-77	12-77	12-77
12-78	12-78	12-78	12-78
12-79	12-79	12-79	12-79</

←----- HONDA CLASSIC-SUN (4:01-6:31) (PAE) -----→																NBC NIGHTLY NEWS-SUN (6:31-7:00) (PAE)
4,080																4,080
4.6	3.6 *		3.9 *		4.3 *		5.0 *		6.0 *							4.6 *
11	10 *		10 *		11 *		12 *		13 *							9 *
3.6	3.7	3.9	4.0	4.2	4.4	4.7	5.3	6.0	6.0	4.3	4.9					

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1.0	1.0
2	1.0	1.0
3	1.0	1.0
4	1.0	1.0
5	1.0	1.0
6	1.0	1.0
7	1.0	1.0
8	1.0	1.0
9	1.0	1.0
10	1.0	1.0
11	1.0	1.0
12	1.0	1.0
13	1.0	1.0
14	1.0	1.0
15	1.0	1.0
16	1.0	1.0
17	1.0	1.0
18	1.0	1.0
19	1.0	1.0
20	1.0	1.0
21	1.0	1.0
22	1.0	1.0
23	1.0	1.0
24	1.0	1.0
25	1.0	1.0
26	1.0	1.0
27	1.0	1.0
28	1.0	1.0
29	1.0	1.0
30	1.0	1.0
31	1.0	1.0
32	1.0	1.0
33	1.0	1.0
34	1.0	1.0
35	1.0	1.0
36	1.0	1.0
37	1.0	1.0
38	1.0	1.0
39	1.0	1.0
40	1.0	1.0
41	1.0	1.0
42	1.0	1.0
43	1.0	1.0
44	1.0	1.0
45	1.0	1.0
46	1.0	1.0
47	1.0	1.0
48	1.0	1.0
49	1.0	1.0
50	1.0	1.0
51	1.0	1.0
52	1.0	1.0
53	1.0	1.0
54	1.0	1.0
55	1.0	1.0
56	1.0	1.0
57	1.0	1.0
58	1.0	1.0
59	1.0	1.0
60	1.0	1.0
61	1.0	1.0
62	1.0	1.0
63	1.0	1.0
64	1.0	1.0
65	1.0	1.0
66	1.0	1.0
67	1.0	1.0
68	1.0	1.0
69	1.0	1.0
70	1.0	1.0
71	1.0	1.0
72	1.0	1.0
73	1.0	1.0
74	1.0	1.0
75	1.0	1.0
76	1.0	1.0
77	1.0	1.0
78	1.0	1.0
79	1.0	1.0
80	1.0	1.0
81	1.0	1.0
82	1.0	1.0
83	1.0	1.0
84	1.0	1.0
85	1.0	1.0
86	1.0	1.0
87	1.0	1.0
88	1.0	1.0
89	1.0	1.0
90	1.0	1.0
91	1.0	1.0
92	1.0	1.0
93	1.0	1.0
94	1.0	1.0
95	1.0	1.0
96	1.0	1.0
97	1.0	1.0
98	1.0	1.0
99	1.0	1.0
100	1.0	1.0

12.5	13.2	13.4	14.2	13.7	13.9
34	35	34	34	29	28

SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

2.8 8	3.0 8	2.9 7	2.5 6	2.7 6	3.1 6
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PBS

	AVERAGE AUDIENCE
	SHARE AUDIENCE %

2.7 7	2.6 7	2.7 7	2.7 6	2.5 5	2.8 6
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CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.5	7.6	7.2	7.5	8.2	8.4
20	20	18	18	18	17

PAY SERVICES

**AVERAGE AUDIENCE
SHARE AUDIENCE %**

2.5 7	2.8 7	3.3 8	3.3 8	3.2 7	3.2 6
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U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NCAA BASKETBALL-SUN, SYRACUSE VS VILLANOVA, CBS, (2:30-4:30)

For explanation of symbols, See page B.